

The Family Experience Infomercial Script

Concept: How to have the best family vacation ever at Mammoth Mountain

Scene 1 - Introduction

Voice-Over:

Generations of families have enjoyed the ultimate vacation at Mammoth Mountain.

Images shown on Screen:

- Breath-taking scenery of Mammoth Mountain
- A happy family strolling through the village with ski and snow boarding gear

Scene 2-The Mountain Center

Voice-Over:

Start your vacation hassle-free at the Family center located inside the Mountain Center at the Village.

At the family center, one member of the helpful staff will be assigned to your family. They'll give you personal attention, leading the whole family from ticket purchase, rental sizing and arranging any lessons. This service is free, so call 800.Mammoth to make your reservation.

Your kids will meet their ski or snowboard instructor at the Family Center and you can all ride the gondola up to Canyon Lodge. Let the fun begin.

Images shown on Screen:

(Note: we would use the same "family" throughout infomercial)

- Exterior shot of Family entering Mountain center
- Family enters the Mountain center, greeted by staff member
- Dad trying on ski boots, happy with the fit
- Teenage son picking out snowboard
- Daughter (around 10) meeting instructor
- Mom stepping into Snowboard biddings, checking fit

Scene 3- Riding Gondola

Voice-Over:

From the family center you can walk a few steps to board the gondola, which will whisk you off to the Canyon lodge where the fun begins.

Images shown on Screen:

- Family boarding Gondola
- Family riding Gondola
- Views from Gondola

Scene 4- Fun on the Hill**Voice-Over:**

Ski and Snowboard School lessons are a great way to get your kids excited about the snow. They'll have new adventures, make new friends and learn how to ride chairlifts. Mammoth Mountain's friendly staff of instructors love to help kids of all levels have a great day on the slopes.

Mammoth Mountain offers two learning centers for kids: Wollywood at the Main lodge and Canyon Kids at Canyon Lodge.

While the kids are getting their lessons parents can cruise the slopes or take a lesson of their own.

Mammoth Ski and Snowboard School caters to every level of skier and rider. Experienced Mammoth instructors from around the globe can take your skills to the next level.

Images shown on Screen:

- Daughter getting ski lesson at Wollyland
- Mother getting a snowboard lesson
- Father and son skiing and riding through the trees

Scene 5 - Lunch on the Canyon Lodge Sundeck**Voice-Over:**

After an exhilarating morning of lessons, skiing and boarding, your family can re-group at one of Mammoth's on- hill eateries and recharge their batteries. With a huge selection of restaurants and food choices, everyone in the family can get exactly what they like to eat while sharing the days adventures.

Images shown on Screen:

- Pan across restaurant area, showing Family members ordering in different areas
- Family enjoying lunch on the sundeck
- Mom eating Salad, Kids munching on pizza and Dad eating a Burger

Scene 6 - More fun on the Mountain

Voice-Over:

At Mammoth Mountain everyone can enjoy their day. Younger kids can take a break from the slopes at Small World Child Care. This state-licensed facility offers age appropriate classrooms for infants through age 12. Children will make friends their age and enjoy creating art projects. Childcare and lesson combo packages make for a great kid-friendly day.

Parents and older children can head back to the slopes for an exciting afternoon of skiing and riding.

Images shown on Screen:

- Daughter playing with kids her age at Small World Child Care
- Mom & Dad heading down the slopes together
- Teenage son finding friends to board with

Scene 7 - Shopping at the Village

Voice-Over:

Once you've returned your gear at the Mountain center, your family can enjoy shopping at the Village. The stores provide a wide range of options, from clothing, equipment accessories, high-end boutiques, official merchandise, souvenirs, and art stores.

Images shown on Screen:

- Mom checking out clothes in Panache
- Dad trying on a ski jacket in Unbound
- Family checking out T-shirts at Mammoth Memories
- Family crossing the Village with shopping bags

Scene 8- Juniper Springs Pool & Hot tub

Voice-Over:

After their exciting day, your family can return home, to their condominium, close to town and lifts. Once there, a quiet retreat awaits them featuring an outdoor heated pool and hot tub.

Images shown on Screen:

- Kids splash around in Pool
- Mom and Dad relax in the Hot tub

Scene 9- Juniper Springs Hotel Suite

Voice-Over:

The spacious condominiums gives everyone space to spread out and do their own thing. To keep you connected during your stay, high-speed internet and wireless services are offered in the rooms.

[Video Change: remove split screen of family spread-out in condo]

Images shown on Screen:

- Teenage son watching TV
- Mom stretched out on her bed, reading a magazine
- Dad working on his laptop while daughter colors next to him

Scene 10- Dinner at Talons

Voice-Over:

Whatever your family enjoys for dinner, you'll find it on the Mountain or at the Village. Many dining choices are available for the hungry family, from a quick bite to go to fine-dining.

While your family vacation may only last a week, you will make memories that last a lifetime at Mammoth Mountain.

Enjoy your stay at Mammoth. We hope to see you again soon.

Call 800.Mammoth to ask about any of our Family programs.

[Video Change: Add Wolly at the dining table joking with family. (We have footage of this.)]

Images shown on Screen:

- Family enjoys relaxing dinner
- Waiter taking picture of family posed by the fireplace
- Mammoth Mountain contact information on screen