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For Immediate Release:

“The Rock” Sports Complex Ski Hill to Open December 14 Chalet and Bar Area Open Daily at 4:30 pm

Franklin, WI (December 6, 2012) The Rock, formerly Crystal Ridge has announced that the newly renovated ski chalet and bar area are now open to the public and offers a daily happy hour from 4:30–5:30 pm Monday through Thursday. The tentative opening date for the ski hill is Friday, December 14th, 2012. “As of the end of today, all the sod on the six ball diamonds will be laid” commented CEO and Rock President, Mike Zimmerman. “Our staff is now focusing on the ski and tubing hill area and will be making snow whenever possible to get ready for the season opening on the 14th”.

Alison Graettinger, the Rock’s Marketing Manager stated, “We are currently open for people to come on out and see all the great changes we have made to make this Sports Complex a state of the art facility. I invite people to come to the chalet and sit back and watch the snow machines in action as they enjoy a drink and watch our big screen TV’s.”

Season passes and holiday ski gift packages are available by stopping in or can be acquired online at:

http://rockcomplex.com/uploads/Holiday_Packages_Order_Form.pdf

http://rockcomplex.com/uploads/Season_Pass_Mail_In_Order_Form.pdf

- Bar is officially open, open daily at 4:30 pm.
- Happy Hour 4:30-5:30 pm Monday-Thursday
- Daily Drink Specials:
 - Monday: Beer & Wine Tasting
 - Tuesday: Old Fashion Tuesday
 - Wednesday: Martini Night
 - Thursday: Thirsty Thursday

The Rock Sports Complex 7900 Crystal Ridge Drive in Franklin is a joint initiative between Zimmerman Ventures, Milwaukee County Parks and The City of Franklin to promote youth and community development through a common passion for sports and recreation at both the practice and tournament level. Media inquiries can be directed to Alison Grattinger, Marketing Manager at 262-366-3142. Season Pass, facility rentals and holiday gift questions can also be answered by calling The Rock at 414-529-7676.

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