



**Lake Tahoe Cruises
Zephyr Cove Resort**

FOR IMMEDIATE RELEASE

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Lake Tahoe Cruises Launches Mark Twain's Scenic Emerald Bay Cruise
*Famous Tahoe Queen Paddlewheeler offers passengers
a historical journey through Lake Tahoe*

South Lake Tahoe, Nev. – June 4, 2009 – Lake Tahoe Cruises, operated by ARAMARK Parks and Destinations, will introduce Mark Twain's Scenic Emerald Bay Cruise on June 15, 2009, on the Tahoe Queen. The new educational cruise will take visitors on a journey through the early years of Lake Tahoe. Featuring Mark Twain and a cast of vibrant characters from the late 19th century and early 20th century, the interactive daily cruise will highlight the historic beginnings, scenic beauty and the camaraderie inspired by the majestic lake as passengers embark on a two-hour journey to Emerald Bay, often referred to as the jewel of Lake Tahoe. The cruise will run through the 2009 summer season.

In 1861, Mark Twain famously described Lake Tahoe as "the fairest picture the whole world affords." This summer, a group of actors, including an emcee in character as Mark Twain, who is back for his 20th year on the Tahoe Queen, will escort adults and kids through a historical journey of the lake. Guests will have the chance to meet and interact with a cast of characters that reflect the historic time period, such as Bat Masterson and the infamous hermit of Emerald Bay. For example, guests will have the opportunity to hear how Tahoe was logged out in the late 1800s and consult with a mine owner on past pressures to get more food to feed the miners. The dance hall girl or aspiring actress will surely raise a few eyebrows, but the local sheriff will always be close to ensure safety among the guests. The characters will be available for photo opportunities with the passengers.

In addition, the Tahoe Queen has revamped its menu to represent traditional food served in the late 1800s. The lunch menu will feature signature sandwiches with over eight ounces of flavorful meat, hearty stew, corn bread and all the fixings, along with its special main course item: the tender grilled roast beef, soaked in au jus, topped with a secret rustler steak sauce and served in an authentic pie tin. Lemonade served in Mason jars and large whole dill pickles will add to the historic feel of the menu and time period.

"Our goal is to leave our guests with a better understanding and appreciation of the lake's beauty and history, while simultaneously providing great food and entertainment and building camaraderie among our passengers," said Austin Sass, director of sales and marketing at Lake Tahoe Cruises. "The reenactments of Mark Twain and friends will provide passengers with a historic and enlightening adventure as they cruise beautiful Lake Tahoe."

Built on the Mississippi River in 1983 and transported to the lake, the Tahoe Queen is the only authentic paddlewheeler sailing Lake Tahoe. The Queen is known for her fun atmosphere and friendly service, offering scenic and entertainment cruises year-round. The Tahoe Queen recently received a series of capital improvements, including luxury saloon-style upgrades.

For more information on Lake Tahoe Cruises, or to book the Mark Twain Scenic Emerald Bay Cruise please visit www.zephyrcove.com.

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About Lake Tahoe Cruises

Operating out of Ski Run Marina in the heart of the South Shore, Lake Tahoe Cruises (www.laketahoe cruises.com) offers daily cruises on the authentic paddlewheeler Tahoe Queen ranging from the "Voyages through the Big Water," with singer/storyteller, Darin Talbot and "Tales of Tahoe by Mark Twain," to the "Ports of Call" midweek sunset dinner/dance cruise, weekend dinner/dance and sightseeing cruises. During winter, the Tahoe Queen operates as the world's only aqua ski shuttle, transporting skiers to and from Ski Run Marina to Squaw Valley USA. In addition to the Queen, the Tahoe Cruises fleet comprises the M.S. Dixie II, offering daily sightseeing dinner and brunch cruises, the 80-foot luxury liner Tahoe Paradise and the smaller Tahoe Princess, both of which can be chartered for special events and groups.

About Zephyr Cove Resort

Located on the South Shore of Lake Tahoe just four miles from Stateline, Nevada, Zephyr Cove Resort & Marina (www.zephyrcove.com) has been a historic recreational destination for more than a century, and today offers everything from camping and lakeside cabins to snowmobiling, boating and cruises to Emerald Bay. The Zephyr Cove Marina, which offers a host of boat and watercraft rentals, also serves as the departure point for the M.S. Dixie II, voted "Best of Tahoe," and offering daily cruises ranging from the historic breakfast buffet, champagne brunch, sightseeing and dinner/dance cruise.