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FOR IMMEDIATE RELEASE

What's New in Big Bear Lake This Summer? Restaurants, Lodging, Events and Activities *Big Bear Lake Levels Returning, Along with Investment*

Big Bear Lake, Calif. -- Following record snowfall totals this winter, lake levels are returning to near pre-drought levels at Big Bear Lake. It's a welcome sight, as is all the new energy in town. With new restaurants, lodging options, events and activities coming to the Big Bear Valley, the anticipation for this summer is building as fast as the snow is melting.

Visitors this summer will find a number of new additions to town, including:

Dining

- [The Black Kat](#): High-end dining has found a new home in Big Bear. This latest venture from David Stone, the man behind [Big Bear Lake Brewing Company](#), will appeal to more refined sensibilities. An extensive wine list and entrees like bone-in-filet, 14 oz Lobster tail, tomahawk steaks and market fresh fish, make for one of the most anticipated additions to the Big Bear restaurant scene in years.
- Fire Rock Burgers and Brews: The early reviews are in, and it looks like Big Bear has a new favorite burger joint. Located on Pine Knot avenue in the heart of the Big Bear Lake village, Fire Rock serves up classic american fare, with a nice selections of appetizers, burgers, hot dogs, fresh cut fries and salads. It's the kind of food that goes perfectly with one of over a dozen craft beers on tap from local brewers throughout the region. The adventurous can even order a beer shake.
- [The Old German Deli](#): Serving up a taste of Oktoberfest year round, the old German Deli specializes in traditional bavarian eats and brews. With a selection of german deli meats, sausages and grocery items, you can just as easily take it to go.
- [The Big Bear Local](#): All-natural, California/ Hawaiian drive-thru. The unique concept for the Big Bear Local is the brainchild of actress/ pro surfer Sanoe Lake Eaton and her husband, creative director Michael Sterling Eaton. Open daily from 9-4, the Local's menu includes a number of bowls, ranging from the hearty (Poke and Korean short ribs) to the sweet (PB&J). Smoothies and coffee drinks round out the offerings at a perfect mid-day grub spot.

Lodging

- [Noon Lodge](#): This endearing new getaway harkens back to a bygone era of exploring mountain trails, cannonballs into a lake, laughing around a campfire and gazing at stars. Old school camp vibes are plentiful at this new lodging option for Big Bear Lake visitors.

The historic mountain retreat, built in the early 1950s, has been carefully renovated to retain its charming rustic aesthetic while offering modern conveniences like complimentary wifi and flat screen TVs. Some cabins have fully functioning kitchens, gas fireplaces, and lakefront views.

On the Mountain

- The new [zip line](#) at Snow Summit: Allowing riders to soar through the air across alpine terrain that spans 400 feet from top to bottom, the new zip line at Snow Summit is sure to be a crowd pleaser. If you're looking for a great way to cool off this summer, soaring through the high alpine air is a good way to do it. Set to open in early summer, tickets can be purchased in advance at [BigBearMountainResort.com](#).
- [Big Bear Mountain Resort Bike Park](#): Set to open on Memorial Day weekend, Southern California's renowned mountain bike park added several trails and will welcome the return of the 'Worm's World' pump track. The new trails, designed with beginner and intermediate riders in mind, make learning to ride an absolute blast. The flowy and fun beginner and intermediate trails remove many of the obstacles and work to create a much less intimidating learning experience.

Activities

- The new [Tarzan Boat](#) at [Captain John's Marina](#) is a totally new kind of party boat. Available for private rental and public sessions lasting one to three hours, the pontoon-style boat features a 12-ft high trampoline, a 14-ft high dive, a shorter "monkey bounce" trampoline, a six-foot platform drive, a curvy water slide and six-foot "Tarzan" rope swing out.

Events

- [4th of July](#): Southern California's largest fireworks display is once again set to go off over Big Bear Lake. Shot from a barge that sits directly off of Pine Knot Landing near the center of the lake, the show is visible nearly everywhere in the Big Bear Lake Valley. Rent a boat at one of [several marinas](#) on the lake, or take the chair lift to the top of Snow Summit and look down from "[Above the Boom](#)." With the Fourth falling on Tuesday, this year's festivities will span the entire long weekend. Live music, including classic rock acts like Ted Nugent, and events for kids of all ages will keep the party rolling until the fuse is lit (and likely well after).
- [Crafts & Cranks](#): Combining craft beer, mountain biking, tons of kids activities and live music, Crafts & Cranks might be the quintessential Big Bear Lake experience. New for 2017 is the inclusion of the California Enduro Series, bringing the best mountain bike enduro racers from all over the state (and beyond). If you like bikes and/or beer, this is your event.
- [Big Bear Lake Pubfest](#): The first annual Pubfest, set for Saturday, May 20, is a great way to experience a taste of each of Big Bear's centrally located watering holes. Pubfesters receive a 5 oz. souvenir tasting glass and free appetizers at each of the participating pubs and restaurants.