

# NEWS



February 2<sup>nd</sup>, 2009  
FOR IMMEDIATE RELEASE

**Contact:** Thomas Prindle  
Director of Marketing & Sales  
**Wildcat Mountain**  
(603) 466-3326 X216  
[tprindle@skiwildcat.com](mailto:tprindle@skiwildcat.com)

## **6<sup>th</sup> Annual 100K Vertical Challenge To Benefit Make-A-Wish Foundation® of New Hampshire** Marathon Skiing & Riding Event at Wildcat Mountain Scheduled For Monday, March 2<sup>nd</sup>

*Pinkham Notch, NH* – Are you capable of skiing or riding over 100,000 vertical feet in one day? If you are, the bar has been set again for a potential 40 participating skiers and riders who are up for the challenge that includes also raising associated pledge donations to benefit Make-A-Wish Foundation® of New Hampshire.

Held the first Monday in March, last year's 100K day saw 25 of the 28 participants completing at least 48 runs via the famed Lynx Trail's 2,100 plus vertical descent from summit to base. It is hoped that even more participants in this year's Monday, March 2<sup>nd</sup> event will help to raise donation amounts equal to or possibly exceeding last year's total pledges of just under \$30,000. Since the first 100K challenge took place in 2004, the annual event has seen total donations exceeding \$81,000 directly benefiting Make-A-Wish Foundation® of New Hampshire in their endeavors. The annual 100K event is unique to Wildcat Mountain coupling the accessibility and speed of the Wildcat Express high-speed, summit lift and the ski area's greater than 2,100 vertical foot drop.

Registration for the event is only \$65 (\$35 for Wildcat Mountain season passholders) and includes lift access for the day, a ticket voucher valid for another day this season, exclusive lift-line privileges while completing the 48 runs (maximum 50 runs), light breakfast/lunch items, snacks, and refreshments during the event, and prizes awarded for the top fundraisers and participants during an awards pasta dinner held following the event. All ages and disciplines are welcome to participate, but a limit of 40 participants and a minimum \$250 in pledge donations to the Make-A-Wish Foundation® of New Hampshire must be acquired and provided the morning of the event, Monday, March 2<sup>nd</sup>. For more information and to register, visit [skiwildcat.com/100Kday.html](http://skiwildcat.com/100Kday.html).

The mission of the Make-A-Wish Foundation® of New Hampshire ([www.newhampshire.wish.org](http://www.newhampshire.wish.org)) is to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. It strives to provide children with the hope for better times, the strength for the tough times and the joy to experience the present. The Make-A-Wish Foundation® of New Hampshire is part of the nation's largest and most recognized wish-granting organization, with chapters and volunteers throughout the United States and the world.

Wildcat Mountain is a year-round, family-owned business, located 100% within the White Mountain National Forest in Pinkham Notch, NH. It is home to the 75-year-old Wildcat Trail first cut by the Civilian Conservation Corp in 1933 and is renowned for its proximity to Mt. Washington and Tuckerman Ravine. For further information, please visit [www.skiwildcat.com](http://www.skiwildcat.com) or call 1-888- SKI WILD.

###