

NEWS



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FOR IMMEDIATE RELEASE

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

100,000 Vertical Challenge Raises Record Funds For Make-A-Wish Foundation[®] of New Hampshire 8th Annual Marathon Skiing & Riding Event Participants Raise Over \$64,000

Pinkham Notch, NH – A total of 32 skiers and riders registered and accepted the challenge to conquer over 100,000 vertical feet in a single day on Monday, March 14th to benefit Make-A-Wish Foundation[®] of New Hampshire. Weather for the event couldn't have been much more perfect for the field of male & female, young & old, and ski & snowboard participants to push themselves to complete the marathon alpine event. This year's participants were able to collectively raise over \$64,000 in pledge donations to set an event record high donation amount for their efforts. With this additional amount, The Wildcat Mountain Vertical Challenge has now contributed over \$200,000 in funds to directly benefit Make-A-Wish Foundation[®] of New Hampshire.

Loading the Wildcat Express high-speed summit quad chairlift at 7:30am to begin the 100,000 vertical foot challenge (skiing or snowboarding 48 runs down the Lynx trail), 22 of the 32 participants were able to complete the challenge with Chris Scannell of Marblehead, MA, Al Toutant of Bryant Pond, ME, and Chris Leuci of Lynnfield, MA finishing 1, 2, and 3 respectively in an event touted not as a race, but as a personal challenge and fundraiser. More impressive, top fundraisers for this year's 100K Day were lead for a second year in a row by Kevin Elwood of Rowley, MA having raised over \$44,000. Chris Scannell of Marblehead, MA was second top fundraiser for a third year in a row with over \$4,000 in donations collected and Jessica Quinn of Hudson, NH was the third highest having contributed over \$2,000 in collected donations for the event.

Including this year's new record high donation amount, since the first 100,000 vertical foot challenge took place in 2004, the annual event's cumulative donation amount has exceeded \$200,000. Wildcat Mountain was most recently recognized by Make-A-Wish Foundation[®] of New Hampshire as a "Wish Benefactor" noting that the event's annual giving surpassed \$25,000. 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.

Wildcat Mountain would like to thank all participants, donation supporters, volunteers, and recognize the generosity of those that helped to make the event possible providing in-kind support, participant gift bag donations, and top fundraising prizes including: Rossignol Skis, Fischer Skis, Dakine, Bern Helmets, Green Wax, Liftopia.com, Coca-Cola Bottling Company of Northern New England, Maui Jim Sunglasses, Moat Mountain Smokehouse & Brewery Co., The Local Grocer, & Poor People's Pub.

The mission of the Make-A-Wish Foundation[®] of New Hampshire (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 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 skiwildcat.com or call 1-888- SKI WILD.