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## MEDIA ADVISORY

### **Cranmore Mountain Resort Leads NH Ski Industry in Greenhouse Gas Reduction Activities Media Event Highlights Biodiesel Weekend January 11, 2008 – 10:00 a.m.**

You are invited to a special media event at Cranmore Mountain Resort to recognize Cranmore Mountain Resort and announce greenhouse gas reductions.

**What:** **Media Event to Recognize Cranmore Mountain Resort and New Hampshire's Ski Industry for Reducing Greenhouse Gas Emissions.** Government officials will recognize Cranmore Mountain Resort and New Hampshire's ski industry for reducing greenhouse gases which contribute to global climate change. Greenhouse gas reductions achieved through the use of biodiesel and anti-idling efforts will be announced, as well as Cranmore's endorsement of a new regional greenhouse gas initiative. Cranmore is a member of the Granite State Clean Cities Coalition and is promoting "Biodiesel Days" as part of its *Cranmore Goes Green* initiative.

Refreshments will be served during the event and free lift tickets and rental equipment will be available for all guests upon RSVP.

Bio-diesel snow grooming equipment will be on display for photo opportunities.

**When:** **Friday, January 11  
10:00 a.m. – 10:45 a.m.**

**Who:** **Ben Wilcox, General Manager, Cranmore Mountain Resort  
Katherine Peters, Office of Governor Lynch (invited)  
Naida Kaen, Chairperson, House Science, Technology, & Energy Committee  
Thomas S. Burack, Commissioner, DES**

**Where:** **Cranmore Mountain Resort – Arlberg Lodge  
1 Skimobile Road  
North Conway, NH  
(Directions below)**

**Contact:** **To RSVP or for more information on this event please contact:**  
Barbara Bernstein, Granite State Clean Cities Coalition Coordinator, at (603) 271-6751 or [barbara.bernstein@des.nh.gov](mailto:barbara.bernstein@des.nh.gov)  
Kathy Bennett, Cranmore Mountain Resort, at (603) 356-5543 x 350 or [kbennett@bothcreek.com](mailto:kbennett@bothcreek.com).

**Directions to Cranmore:**

From Dover/Portsmouth area, take Spaulding Turnpike Route 16 North to North Conway; *at the Burger King in North Conway, take a right at the lights; turn left at Wal-Mart onto North-South Road; follow for approximately 2 miles; turn right on Kearsarge Street, then right at the Cranmore sign onto Skimobile Road.*

From Manchester/Central N.H. area, take 93N to exit 23 (Meredith) then Rt. 104 East to Rt. 25E to Rt. 16 North to North Conway; continue as above.

From Portland, ME, take Rt. 302W to North Conway; turn right at Wal-Mart onto North-South Road before reaching Rt. 16; continue as above from North-South Road.

From Boston area, take 93N to 95N to Spaulding Turnpike to Rt. 16 North to North Conway; continue as above.

From the Northern N.H. area, take Route 16 south to North Conway; turn left at light onto Kearsarge Street; continue to Cranmore sign.

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