

## **FOR IMMEDIATE RELEASE**

July 3, 2018

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### **Cranmore Announces “Rock the Rec”**

*An evening of music to support the MWV Rec Path*

North Conway, NH – Cranmore Mountain Resort is excited to announce *Rock the Rec*; an evening of music to support the Mount Washington Valley Rec Path, on Thursday, August 23<sup>rd</sup>, at the base of the North Slope. Rock the Rec will feature live music by the local bands JUNCO, the Riley Parkhurst Project, Rek’-lis and Shark Martin. Tickets are \$15 and children 12 and under are free. 100% of the ticket proceeds will go to the Mount Washington Valley Trails Association to fund the North Conway Rec Path.

The multi-use, 2.9-mile paved path will run between Cranmore Mountain and Hemlock Lane (by Wal-Mart). Groundbreaking is projected to take place in the summer of 2019.

“Our mission is to promote healthy lifestyles by providing residents and visitors with alternative transportation options and opportunities for safe, family-oriented recreation for people of all ages and abilities. We are more than grateful to have Cranmore host this amazing fundraising event, which is looking to be a fun-filled evening. This also gives us a wonderful opportunity to thank the community for their support” said Larry Garland, VP and Chair of the MWV Rec Path Committee.

“This is a cause that we [Cranmore] see as an amazing opportunity and added amenity for North Conway and the Mt. Washington Valley” said Cranmore President & General Manager, Ben Wilcox. “We are fortunate to live in such a supportive community that also shares our passion for outdoor recreation. The Rec Path is a welcome addition that will complement the existing activities and attractions in the Valley.”

Food and beverage will be available for purchase on Zip’s Deck. Tickets can be purchased in advance at [cranmore.com](http://cranmore.com) or at the Cranmore Ticket Office the day of the event. Rock the Rec will take place rain or shine.

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Cranmore Mountain, located in the heart of North Conway Village in the White Mountains of New Hampshire and only 2.5 hours from the Boston area, has been entertaining families with fun and festive activities for 80 years. With over \$10 million dollars in improvements since 2009, Cranmore has begun the next chapter of their \$50 million base area redevelopment plan, Kearsarge Brook Condominiums at Cranmore. For more information on Cranmore Mountain, Kearsarge Brook Condominiums, resort savings and special events, visit [www.cranmore.com](http://www.cranmore.com) or call 1-800-SUN-N-SKI.