

FOR RELEASE AT WILL

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LONGEST RUNNING SKI CAMP IN THE COUNTRY ADDS A SECOND WEEK

East Madison, NH (February 4, 2010) – King Pine Ski Area at Purity Spring Resort will offer its 72nd Ski and Snowboard Camp this February 2010 for boys and girls.

The Ski & Snowboard Camp offers an exciting atmosphere for “ski campers” age 8-16 and provides the opportunity to learn to ski or ride in a safe and family-friendly atmosphere. Held during the February President’s Day vacation week, February 15-21, the camp continues a tradition that began long ago at Purity Spring Resort. New this year is an added second week of camp for boys and girls running February 21-26. The addition of a second week of camp allows children from across New England the opportunity to attend during different school vacation weeks.

In 1938, owner of Purity Spring, Edward Milton Hoyt, installed a rope tow near Bald Ledge on the resort property. The next Christmas, “Milt” invited a small group of students to the Inn during the vacation break to experience the relatively new sport of skiing. A new tradition began and continues today with over 100 campers annually.

The Ski & Snowboard Camp staff is a mixture of college students and parents, interested in providing the campers with a fun week of learning and activities. Year after year, campers travel from all over New England and as far south as North Carolina to enjoy camp. They come to ski, board, skate, swim, tube, dance, laugh and learn together.

On the slopes, campers are split into ski and snowboard classes based upon ability, ranging from beginner to advanced. Classes are held twice daily and are geared towards success, with safety always in mind. With 100% of the mountain open and outstanding snow conditions, King Pine has variety of terrain to satisfy all levels of confidence and every particular whim.

Additional information can be found online at www.kingpine.com/skicamp or by calling (800) 373-3754 x110.

King Pine and Purity Spring Resort, located on Route 153 in East Madison, NH, are owned and operated by the Hoyt family and have welcomed guests since the early 1900s.

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