



Contact: Lauren Counter, CGPR
781-639-4924, Ext. 112
lauren@cgprpublicrelations.com

**BURKE MOUNTAIN – TRUE NORTH
2011-2012
A New Kind of Winter Resort – Back to its Roots**

Today's winter sport enthusiasts are in search of resorts and destinations that offer the best-in-class on-mountain experience, and are sensitive to their surroundings and needs of the local community. Devotees of outdoor activities have less time and are thinking more carefully about their spending choices and where to indulge their passions with friends and family. Authenticity, value, and sustainability are top of mind more so today than ever before. Burke Mountain has long recognized this consumer mindset and has embraced it thoroughly with its plans for the future of the resort.

Burke is following a "back to its roots" approach to forward planning, staying true to the natural settings of Vermont's Northeast Kingdom and the spirit of the community – all embodied by its new branding, "True North." Thoughtful, studied growth is planned. Unlike most of its competitors that thrive on manmade parks and ubiquitous resort amenities or offerings, it is about the mountain experience first. For Burke Mountain, expansion is sensible - based on practicality, sustainability and emphasizing locally-sourced products.

Working in partnership with Michael Graves, a world- renowned architect, Burke is aligning its community planning with the essential traits for which the mountain is known. Several parcels have been identified for low-density residential neighborhoods on-mountain beginning with Mid Burke.

Graves is known around the world for his architectural prowess and clever, sleek product designs. His work spans a diverse array of buildings around the world: offices (postmodern icons such as the Portland Building in Oregon and Humana Building in Louisville, Ky.), private homes, cultural and educational centers and hotels.

This low-density, on-mountain residential community is still in the planning stages and is the first new neighborhood in nearly a decade. Beginning with single-family homes to be released and built in very limited quantities, these homes will

incorporate stringent energy efficiencies and a practical building style, differentiating Burke from other resorts.

Homes will feature design elements and construction techniques, with a goal that a home will be 45% to 65% more efficient than standard, newly built homes. These homes will emulate Vermont style farmhouses and barns with simple building exteriors.

In addition, Burke installed a wind tower that started producing power at the end of August. It will help offset approximately 15%-20% of the resort's power needs with renewable energy. The wind tower, designed by Vermont based Northern Power Systems, is anticipated to produce about 300,000 kW hours per year (approximately the same amount consumed by the new lift annually).

It exemplifies Burke's strong commitment to sensible operations while reducing the resort's impacts on the environment. In addition to the wind turbine, Burke has committed to a number of programs over the past several years including: resort wide recycling, composting of food waste, a green product purchase program, use of locally-grown foods, waste oil reuse, and ongoing internal energy audits and retrofits.

Burke is also examining how community farming could play a role in this development. It hopes to partner with an educational institution or agriculture specialist to begin growing and raising foods. This commitment is already coming to life in its other business operations. During the past year, Burke committed to composting and using local ingredients in restaurants, wherever feasible.

The new "Mid Burke Express" lift, from Leitner-Poma North America, reaches the summit seven minutes faster than the existing Willoughby Quad. It provides skiers and riders faster access to the upper mountain's expert terrain, allowing high-speed quad access to the mountain's 2011 feet of vertical.

Ten acres of trails and glades have been added: Upper Lift Line (intermediate), Rerun (expert), Upper Power Line (expert), Lower Power Line (expert) and Jester (a terrain park trail that doubles as a lift-serviced mountain bike trail).

"We are taking the lead on redefining how resort real estate will be sold in the future," noted Tim McGuire, general manager and vice president of development. "Collectively, these on-mountain additions enrich the truly unique experience not found at any other Vermont resorts. This is the first part of our plan to re-energize Burke."

About Burke Mountain: Located in the heart of Vermont's Northeast Kingdom, Burke, with over 260 acres of skiing and riding, has an elevation of 3267 ft., over 2011ft. of vertical, and 50 classic trails including over 110 acres of glades. As the primary training and race facility to over 50 ski Olympians, Burke is home to

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Burke Mountain Academy, an internationally acclaimed ski- focused boarding school offering a college preparatory curriculum, sending many students to compete in the Olympics and other national and international competitions.

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