

BodeFest at Cannon Mountain Raises Nearly \$30K

Franconia Notch, NH - On Saturday, April 3, thousands of skiers and riders turned out at Cannon Mountain to meet Olympic gold medalist and two-time overall world skiing champion, Bode Miller, at the BodeFest Ski Challenge to benefit Turtle Ridge Foundation. Nearly \$30,000 was raised to help the foundation, a non-profit started by Miller and his family to support innovative and progressive environmental initiatives and youth athletic opportunities throughout the U.S.

The Ski Challenge is a fun, annual event that enables kids 18 and under to ski with Bode on a trail that's closed just for them, and to attend a private autograph session with the Olympic champion. The event quickly sold out with 400 participants; and one hundred percent of the event registration fees benefited the Turtle Ridge Foundation.

Silent and live auctions were also held during the day to benefit the Foundation. A pair of Bode's Head skis, that he wore and won World Cup events on, were auctioned off by Bode himself and fetched \$2,600, while one of Miller's Vancouver 2010 Olympic jackets was given away as a raffle prize.

After the event, Greg Keeler, Cannon's director of sales and marketing, commented, "We're so pleased to host BodeFest again and to have Bode back at Cannon. It was amazing to watch the 400 youngsters who participated in the Bodefest Ski Challenge get to share the slopes with Bode. We know it was a memorable day for them and for their families."

Kyla Miller, Bode's sister who is the Operations Manager for Turtle Ridge Foundation, was enthusiastic about the day, as well. "This was our second year of holding BodeFest at Cannon Mountain and we couldn't have asked for a better day or a better event. It makes so much sense for us to hold it at Cannon: My kids ski at Cannon, I work there each winter and Bode grew up skiing there. The atmosphere is perfect and it really feels like home. The event was a huge success, and the excitement around Bode and the Olympics certainly helped generate enthusiasm for the day, as well as money raised for Turtle Ridge."

The Turtle Ridge has supported a wide variety of organizations including NH Boys and Girls Club of America, Adaptive Ski Programs, Upreach (a nonprofit therapeutic horseback riding program in New Hampshire), Let The Kids Play and other inner city youth sports programs, Mickey Libby Fund (a ski racing scholarship for underprivileged children), The Frost Place (Robert Frost's former

home in Franconia), and Clear Vision and other organizations that protect nature's resources.

A gallery of photos from BodeFest has been posted at CannonMt.com and on Flickr.com.

CANNON MOUNTAIN is located off I-93 in Franconia Notch State Park, New Hampshire. The Cannon Mountain Tramway (for advanced skiers/snowboarders) and New England Ski Museum are located at Exit 34B, while the Peabody Base Lodge and Tuckerbrook Family Area are located at Exit 34C. Cannon Mountain has 72 trails, 9 lifts and terrain for all ability levels. Cannon has the longest vertical drop and the highest lift-served terrain in New Hampshire, and boasts the state's only aerial tramway.

For more information, contact [Greg Keeler](#), director of sales & marketing, Cannon Mountain & Franconia Notch State Park, at (603) 823-7722 ext. 789. Online, visit www.cannonmt.com or www.iamcannon.com. For information about Turtle Ridge Foundation, visit <http://www.turtleridgefoundation.org>.