



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

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**SNOWSHOE MOUNTAIN DONATES \$35,000 TOWARDS SHARP'S KNOB
RESTORATION PROJECT**

One of Many Upcoming Environmental Projects for Snowshoe

(*Snowshoe, WV*) Snowshoe Mountain has made a \$35,000 donation to help rehabilitate land around Sharp's Knob. The site was a strip mine many decades ago with little or no reclamation to the land at the time. The area was mined for coal prior to becoming part of the Monongahela National Forest.

Through a partnership with the USDA Forest Service, Snowshoe and Monongahela National Forest have secured another \$77,000 to help rehabilitate the 30-acre site, located off Mine Road in Slatyfork. Most of the restoration efforts will take place on Saturday, May 19. A large volunteer workforce including many Snowshoe employees, will be spending the day at Sharp's Knob planting trees, moving dirt, and other tasks to help with the project. Officials are hopeful for a good turn-out of volunteers.

"While these funds will make the project possible, it is still going to take a great deal of volunteer work to pull it off," said Shawn Cassell, Public Relations Manager for Snowshoe Mountain.

The restoration process includes de-compacting the soils on the old mine site so that native trees can grow, red spruce and hardwood tree planting, non-native species removal and wetland creation. Snowshoe's newly formed Green Team and employee volunteers will play a big part in the commitment – they will be on the ground helping with the native red spruce tree planting, establishing small wetlands which will help improve and restore biologically native species. The end result will be a healthier, natural ecosystem that keeps our forests wild and our water clean.

"We have a commitment to environmental stewardship and are dedicated to seeing the National Forest environment flourish, providing many years of recreational enjoyment that will enhance the quality of life for residents and visitors in our county in addition to our neighboring counties - Randolph and Webster," said Cassell.

“With the changing of the seasons once again here on the mountain, we’re all reminded just how beautiful and special this place that we call home truly is. Our natural environment is what sets the stage for the Snowshoe experience, and we are committed to preserving that environment for future generations to enjoy,” said Cassell.

Red spruce dominated as much as 500,000 acres in West Virginia prior to the logging era of the late 19th and early 20th centuries. Today, less than 10 percent remains in the state. Strands of red spruce provide a dense, all-season canopy that provides a cool, moist micro-climate during the summer months, creating habitat for 240 rare plant and animal species.

The Sharp’s Knob Restoration Project is just one of several upcoming environmental initiatives that Snowshoe has planned as part of their commitment to keeping the area “Forever Wild”. Other upcoming projects include the development of an IMBA Ride Center for mountain bikers, the investment of nearly \$4M in energy-efficient snowmaking technology, and continued partnerships with the Forest Service.

If you are interested in volunteering, please contact Shawn Cassell, Public Relations Manager at Snowshoe at 304.572.5639.

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