



Industry Safety Awards



National Ski Areas Association's 2020 Best Overall Safety Program

Safety initiatives often fly under the radar, less razzle-dazzle than guest relations or marketing campaigns, yet equally important to the industry in retention, conversion, and overall growth. Ski areas across the nation compete in six categories and the risk and safety departments aim to be just as inventive and interactive as their retail branding counterparts. The safety awards highlight the creative, innovative, and tried-and-true methods that keep guests and employees safe on the mountain.

Gore Mountain invested in new lift catch nets, children's vests with safety handles, an interactive safety kiosk, RFID ticketing, and infused marketing communications with safety tips and reminders. Employees received expanded CPR and defensive driving training, mandatory ski and board inspections, and a new safety products vending machine—with yearly data that shows more than 1,000 items were dispensed and total workers compensation claims were down by 64%.



National Ski Areas Association's 2018 Best Guest Safety Program

The safety awards, sponsored by Safehold Special Risk, recognize exceptional resort initiatives to educate guests and employees about skiing and snowboarding responsibly. Gore's award was due in part to the mountain's consistent and frequent integration of guest safety information in its promotional literature, on its website, in its lodges, and during special events. Gore Mountain set an example by publishing a two-page spread dedicated to safety subjects in its 17/18 Echo Magazine. It infused safety tips into its daily snow reports and podcasts, which made safety an integral piece of its basic daily messaging. The annual "Represent & Ride Free" event for kids ages 12 and under rewards helmet use with fun photography and free lift tickets. Safety tips are prominently featured on mountain maps, in the pocket trail map, on scrolling slideshows, and on signage throughout the mountain.



Department Of Environmental Conservation's 2018 Environmental Excellence Awards

The Environmental Excellence Awards are presented in recognition of each organization's innovative programs and outstanding commitment to environmental sustainability, social responsibility, and economic viability. Gore Mountain was chosen for its commitment to Solar and Sustainability.

Gore Mountain CEO Mike Pratt said, "Gore Mountain is honored to have been recognized with this award. Our projects are aimed at fighting climate change and protecting the environment our business is so naturally intertwined with. Our solar power purchasing plans, high-efficiency snowmaking investments, creative repurposing of materials, and other energy-saving initiatives are steps that help us to be better stewards, and that help preserve future winters for all generations to come. This season, guests can look for new electric car charging stations. Thank you to DEC for inviting New York State businesses to work together toward a more sustainable future."



The Golden Eagle Award is the ski industry's most esteemed recognition for sustainability, presented by the National Ski Areas Association (NSAA).



2016 Overall Environmental Excellence Award

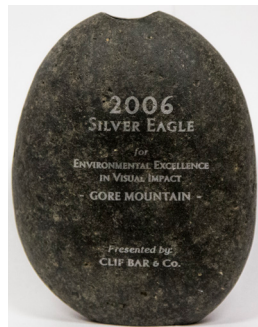
Gore was chosen for consistent leadership in environmental stewardship and serves as an industry model for development, demonstrating that a growing resort (acreage and uphill capacity have increased 131 percent and 142 percent respectively over the last 20 years) can at the same time be sustainable. Contributing to this award is Gore's:

- Commitment to solar energy (the largest solar array dedicated to a ski resort in the US)
- Significant ongoing investment in new snowmaking efficiencies
- Strategic trail work to offset energy use
- Increased service of locally sourced foods
- Replacement of traditional lighting with LED
- Ongoing environmental education initiatives

2006 Visual Impact Award

Examples of mitigating the visual impact include:

- Appearance and layout of the Northwoods Gondola
- Trail network at the North Creek Ski Bowl designed with a layout virtually identical to its historic profile.
- Appearance of the Hudson River Pump House
- Appearance of the Hudson River Intake Structure
- Constructing new buildings in color schemes and architectural styles that blend with the environment
- New Nordic trail network that uses existing terrain profiles and infrastructure.



2005 Environmental Education Award

Gore Mountain transforms every gondola ride into an educational opportunity. Each cabin features a unique story about the area's ecology or heritage. Topics that guests can read about on their gondola rides include:

- Wildlife adaptations
- The Great Camps of the Adirondacks
- How mountains are formed
- The science of snow

Other interpretive signage is placed for guests to identify area peaks, learn about the environment, and discover the history of Gore.



2000 Environmental Group Relations Award

Endorsements from:

- Adirondack Nature Conservancy
 - Residents' Committee to Protect the Adirondacks
 - Adirondack Mountain Club
 - Visitor' Interpretive Center
- Collaboration with:
- Adirondack Council
 - Trout Unlimited
 - Sierra Club
 - Audubon Society





Albany Addy's 2020 craf(t) Elements of Advertising Awarded to Overit for Gore Mountain Logo

Gore Mountain launched a new logo, and in doing so has integrated several touches to the artwork that reflect its identity and guest experience. The logo is a clean, updated articulation of Gore that embodies an exciting day on the mountain, while not forgetting the cherished history that the resort has been built upon. Designed in collaboration with Overit, Ad Agency.

Albany Addy's 2019 craf(t) Out-of-home & Ambient Media Awarded to Overit for Gore Mountain North Creek Ski Bowl Poster

The North Creek Ski Bowl Poster was a highly-coveted limited print Passholder giveaway. The poster depicts a family enjoying their ski day at the North Creek Ski Bowl next to the Hudson Chair. In the poster you can see 4 distinct peaks, and a sun/moon in the sky with clouds- representing the day and twilight snow adventures that are available at the Ski Bowl. This design was made in collaboration with the Overit, Ad Agency.



Trip Advisors Certificate Of Excellence 2019, 2018, 2017, 2016, & 2015

For five consecutive years Gore Mountain has been awarded the Certificate of Excellence from TripAdvisor for the consistent achievement of high ratings from travelers.



Adirondack.net 2019 Best Of The Adirondacks

Winner: Best Downhill Skiing

“The voters have spoken, and the results are in! Below are the Adirondacks’ best things to do, places to eat and drink, places to stay, and places to shop for 2019, according to your votes.

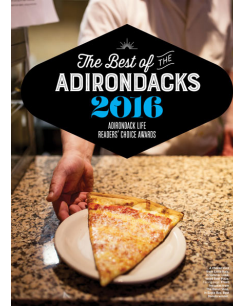
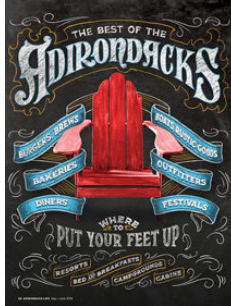
...WINNER: Gore Mountain”



Family Fun Magazine 2017 Travel Awards Winner

Best For Ski Bums

“A state-owned ski resort on 439 acres within the Adirondack Wilderness Preserve, New York’s Gore Mountain feels like a local hangout while offering some of the largest, wildest, and emptiest terrain in the East. You won’t find slopeside condos, an après-ski scene, or fancy food here, but you will find uncrowded trails on four peaks, gorgeous Adirondack views, excellent glade skiing (for experts), low prices, and nonexistent lift lines...”



Adirondack Life Magazine’s Best of the Adirondacks 2018 & 2016 Ski Center Winner

“Gore Mountain. With 42 miles, 439 acres, and a 2,537’ vertical drop, Gore boasts the most terrain in the state.”

Capital Region “Bestie” Award 2016

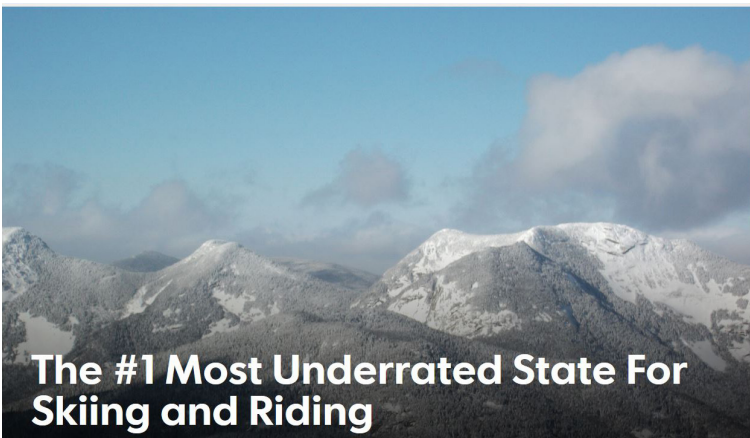
Best Ski Area

“Gore has 109 trails, boasts 2,537 vertical feet, and is home to the most skiable acreage in New York for good reason—it has all of that and more. Families flock on weekends to enjoy skiing at all levels of this vast terrain.”



UNOFFICIAL  NETWORKS**Top 5: The Best Under The Radar Ski Resorts- May 28, 2019**

“Gore Mountain is a fantastic state run ski area in the Adirondack mountains of New York. You might hear “state run resort” and think it’s some budget ski area with no desirable amenities such as high-speed quads, gondolas or snowmaking but you would be dead wrong. Gore might not have a 5 star lodge at it’s base but the ski experience is on par with any of the high price ski resorts in the east. Recent terrain expansions have opened up vast amounts of prime east coast glades making this gem shine even brighter.”

**The #1 Most Underrated State For Skiing and Riding- Unofficial Networks- September 12, 2018**

“When you think of states with great skiing a few jump to mind right away. Colorado, Utah and Vermont have all established themselves as states with robust ski options. But one state that is hardly ever mentioned deserves its due. New York.” “Another unique aspect of skiing in New York is that there are three destination ski areas that are owned by the State. Whiteface Mountain, Gore Mountain and Belleayre Ski Resort all serve up great skiing with a vibe and culture that’s more about the turns than the lattes.”

SKI

MAGAZINE



Ski Magazine Resorts of the Year 2019- New York Resorts: Gore Mountain

“...serves up stirring Adirondack vistas, the natural purity of which is unspoiled by any commercial slopeside development...its mellower terrain is highly charismatic in a different way. (Experts will find some short-but- thrilling challenges on backside trails Rumor and Lies, and low-angle tree shots abound.) Loyal Gore skiers love the views, the old-school dirt-parking lot vibe, the family-friendliness, and the short commute from down-state.”



Ski Magazine 2017 Top 50 Resorts

Top 10 in the East for: Scenery, Value, Lifts, Terrain Variety, and Accessibility.