

FOR IMMEDIATE RELEASE

September 20, 2019
Contact: Emily Stanton
(518) 251-2411, X1121, emily@goremountain.com



GORE MOUNTAIN'S NEW LOGO PRESENTS A REFRESHED LOOK & SHARES SOME INTERESTING STORIES

NORTH CREEK, NY- Gore Mountain is launching 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.

The Gore Range comprises four unique mountains of development- Gore, Bear, Burnt Ridge, and Little Gore. The mountains together make up the largest amount of skiable terrain in New York State, and the new logo features these four different peaks. The triangular shape represents the downhill nature of skiing, while the layers of the mark help represent Gore's varied trail layout and numerous options for adventure.

The logo is a sideways "G," referencing Gore's interesting name. A "gore" is a surveyor's term indicating an area of unmapped terrain. When the earliest Adirondack maps were drawn, Gore's true summit could not be clearly identified, as according to colonial surveyor Verplanck Colvin, "the highest point always seemed to

disappear in the intricate group of peaks of which the mountain was composed.” The rugged, mountainous area was simply labeled as “The Gore,” and the name stuck.

The design of the updated mark extends acknowledgement to the mountain scene within the previous logo. Recalling history is an important tenet of Gore Mountain, as North Creek is home to one of the first commercial ski areas and ski patrols in the United States. The earlier logo identified Gore during landmark achievements such as the installation of the Northwoods Gondola, the introduction of the Topridge & Burnt Ridge Areas, and the completion of the Interconnect with the Historic North Creek Ski Bowl.

A snow cap in the upper portion creatively speaks to Gore Mountain’s place within the [Olympic Regional Development Authority \(ORDA\)](#), which is a New York State entity that manages Gore, Whiteface, and Belleayre Mountains, and the Lake Placid Olympic venues. Several of Gore Mountain’s season passes and ticketing products are valid at ORDA’s three ski areas, adding value and variety to a New York winter vacation. The Olympics were integral to Gore’s history, as the famous ski trains that shaped the early development of Gore Mountain were inspired by organizer Vincent Schaefer’s trip to the 1932 Lake Placid Winter Games.

The updated logo is symbolic of Gore Mountain’s exciting pace of new improvements, the most recent of which include its commitment to the largest solar array dedicated to a ski resort in the country, the renovation of four different lodges, and a complete overhaul of the snowmaking system. This season, Gore will introduce new [RFID direct-to-lift gates](#) and a competition-level freestyle cross course.

Overit Media, an agency located in Albany NY, created the logo in partnership with Gore Mountain. [Resortwear](#) from Stormtech featuring the new logo is available for sale at [GoreMountain.com](#).



[Learn More About Gore's New Logo](#)



Governor Andrew M. Cuomo
Michael Pratt, ORDA President and CEO