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For Immediate Release

BigRock Mountain  
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### **Big Rock Mountain Signs Contract with Doppelmayr USA to purchase Quad Chairlift**

Mars Hill, ME - Big Rock Mountain signs a contract with Doppelmayr USA to purchase a new quad chairlift. The purchase of the equipment is part of a larger Federal Economic Development Administration (EDA) Project that will install the chairlift to the top of the mountain and upgrade snowmaking. Intensive fundraising and grants have raised \$4.25 million of the total \$5.4 million project goal. The signed contract locks in the price of the ski lift and secures a summer 2024 installation date in coordination with the EDA Project.

The new quad chairlift will replace a double chairlift that has serviced the ski area since 1993 and is over 50-years-old. The new chairlift will double uphill capacity, shorten lift rides, and position Big Rock as a premier family skiing destination.

“We see the chairlift installation as an investment in the sustainability of our operation. The campaigns impact will be felt by generations of county residents. As board president, it is humbling to see all the people from around the county, state, and across the boarder come to Big Rocks support. What we offer is something truly special.”  
Darrell McCrum, President of Big Rocks Board of Directors.



Doppelmayr Alpenstar Lift

This will be the second time Big Rock and Doppelmayr have partnered to install a new chairlift on the mountain. In 2004 Doppelmayr installed the triple chairlift that expanded the beginner area.



Alpenstar Unloading Guests

The contract requires a significant down payment which secures equipment for the summer of 2024 for installation as part of the EDA Project. Fundraising efforts have raised funding to commit to this important step but are not all the way there. Of the \$5.4 million total project budget Big Rock still needs to raise \$1.15 million.

Big Rock staff and board members would like to thank the many businesses, individuals, and foundations who've supported Big Rock. Through your generosity we will fund the entirety of this transformative investment into the future of downhill skiing in this region.

Big Rock Mountain is a 501©(3) nonprofit organization registered in the state of Maine. At 1,748 feet tall Big Rock Mountain is the largest ski area in Northern Maine/Eastern Maritimes with 27 trails, 2 chair lifts, 2 surface lifts and snowmaking on 60% of the terrain. The new chairlift will have the potential to sustain Big Rock from any other major lift capital needs for the next generation and more.

For more information about the project, to donate or reach out to Big Rock Fundraising Team, please call (207) 425-6711 or email [liftcampaign@bigrockmaine.com](mailto:liftcampaign@bigrockmaine.com).

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