

PRESS RELEASE

FOR IMMEDIATE RELEASE

Media Contact:

Matt Sawyer, Director of Marketing
413.528.2000 x 160
eMail: marketing@skibutternut.com

Skis, Boards & Badges an MS Fundraiser is being held at Ski Butternut on Friday, February 1, 2008.

Great Barrington, MA: Ski Butternut will proudly sponsor its sixth annual “Skis, Boards and Badges” charity fundraiser for Multiple Sclerosis (MS), an auto-immune disease which attacks the central nervous system. The event will be held on Friday, February 1st.

This successful and increasingly popular event is held at the mountain each year on the first Friday in February. Skis, Boards and Badges is open to all active law enforcement personnel and their immediate families. Hailing from Connecticut, Massachusetts, New York and New Jersey, participants receive a discounted lift ticket for a fun day of skiing or riding, followed by a raffle and buffet reception in Ski Butternut’s Upper Lodge.

Those participating in the event pay only \$25 in advance, or \$30 at the ski area’s Main Office on the day of the event. In return they receive an all mountain lift ticket (a \$36 value), complimentary rental equipment if needed (a \$32 value), and the après ski event which includes food, drink and the opportunity to participate in the raffle. The above highly discounted rates are valid for any family members of police or law enforcement personnel as well, so the event offers some real savings for family members who want to join their father or mother on the slopes for the day. To pre-register, send your name and a check or money order payable to Ski Butternut to:

New York State Police Troop K
Attn: Jim Talleur/Quartermaster
2541 Route 44
Salt Point, NY 12578

Last year, more than 100 enthusiastic law enforcement employees and their families enjoyed a day of sliding for a great cause and at a greatly reduced rate. This year, event organizers are hoping for an even bigger turnout! “Skis, Boards and Badges”, said New York State Trooper Jeff Galm, also a ski patroller at Ski Butternut, “is about raising as much money as possible for research leading to an eventual cure for MS.” Funds raised are also used to assist in the treatment and care of MS victims.

Galm and a colleague from New York State Police’s Troop K, located in Millbrook, New York, started the event shortly after Galm’s wife, Barbara, was diagnosed with the disease. “It was hard to accept the reality at first,” Galm admitted. “But then I decided to do something positive to help both my wife and the millions of other people worldwide who are afflicted with MS,” said Galm.

From the event's inception in 2002, the total raised has steadily increased, from \$940 the first year to more than \$2,600 in 2007! Most of the money is raised through the après ski raffle, which includes prizes donated by Ski Butternut, other northeastern ski areas, the U.S. Ski Team, area ski shops and other businesses.

Among the prizes offered this year are lift tickets, skis and snowboards, snow sport apparel and even a 55-minute therapeutic massage! While the materialistic rewards do increase interest in the event, the enthusiasm of participants remains focused on finding a cure for MS.

The disease, which affects nerve fibers located in the brain, spinal cord and other neural transmission structures, varies from person to person. Symptoms can include chronic fatigue, cognitive dysfunction, visual impairment and difficulty in retaining balance and in walking, to name a few.

To date, no single causal factor of MS has been identified, despite thousands of hours of research. The variability of the disease poses unique challenges to medical specialists struggling to identify potential causes and discover an effective cure.

It takes a lot of money to fund the research, emphasized Galm. "But it's well worth the capital expenditure, since finding a successful cure will help so many people, of all ages, around the world!" he concluded.

For more information on the Skis, Boards & Badges MS Fundraising event visit their website at: <http://www.SkisBoardsandBadges.com>

Readers desiring a **free brochure**, or wanting to learn more about Ski Butternut, can call (413) 528-2000, email info@SkiButternut.com, or visit www.SkiButternut.com