

FOR IMMEDIATE RELEASE

High Peaks Resort Announces ‘Spring For HopeSM’ - Unprecedented Assistance for Non-Profit Organizations -

LAKE PLACID (Sept. 6, 2011) – [High Peaks Resort](#) in Lake Placid is seeking applications for its “[Spring For HopeSM](#)” initiative, an opportunity for non-profit organizations to be awarded free use of meeting space, accommodations, and more at the beautiful Adirondacks resort.

This unprecedented opportunity will allow two non-profit organizations to each receive free use of the entire resort for three days during April 8 to 18, 2012. Included are two nights’ accommodations (up to 133 rooms), free meeting space (up to 10,000 square feet), free audiovisual and support services, and 50 percent off all related catering. The application deadline is midnight, October 15, 2011, and winners will be announced in mid-November.

“In these difficult times, it is important to give back to our community. By helping those who help others year round, we felt we could have the greatest impact,” said Bill DeForrest, CEO and President of [Lane Hospitality](#), owner of High Peaks Resort.

“The quality of life in our community is directly impacted by our active non-profits. ‘Spring for Hope’ isn’t just a way to recognize them, but by providing High Peaks Resort free of charge, we can add our support and hopefully increase the good they do,” added Truett Martin, Vice President of Operations and acting General Manager of High Peaks Resort.

“This is an outstanding opportunity for the winning organizations to do whatever they want with our gift – from holding a fundraiser, offering a thank you trip to staff and volunteers, to planning an annual meeting, seminar or retreat,” Martin said.

Spring For HopeSM is open to all 501(c)(3) nonprofit organizations actively engaged in fundraising for their organization. Participants will be judged by a panel of community leaders on their success and impact in benefitting the communities they serve.

High Peaks Resort offers the Adirondacks’ newest and most business-focused conference facilities with expansive meeting space and the latest in conference-support technology. Located in the heart of Lake Placid, overlooking Mirror Lake and steps from historic Main Street, the entire resort will be made available to the winning non-profits.

[Click Here To Apply](#)

Eligible non-profits can apply for consideration by visiting www.springforhope.net and completing the application and other requirements. For submissions, questions or other inquiries, email the application and paperwork to lfitzgerald@highpeaksresort.com with “Spring For Hope” in the subject line; or write Spring For Hope, High Peaks Resort, 2384 Saranac Ave, Lake Placid, NY 12946; or fax to 518-523-9908, or call Lori Fitzgerald at 518-523-4411, ext. 361.

About The High Peaks Resort

High Peaks Resort overlooks Mirror Lake while anchoring Lake Placid's Main Street for an outstanding mountain getaway experience. Surrounded by the six-million-acre Adirondack wilderness park with thousands of miles of trails for hiking and biking, and hundreds of lakes for fishing, High Peak's 133 beautiful accommodations offer direct waterfront access. Restaurants include the world-famous Dancing Bears and Outdoors at Dancing Bears - with unsurpassed views of the surrounding mountains and Mirror Lake. Other amenities include PR's intimate lobby bar; two indoor and two outdoor swimming pools; expanded fitness center; Aveda Spa & Salon, and complimentary waterfront activities. Guestrooms feature breathtaking views, patios or balconies; European-style bathrooms with natural stone tiling and rainfall showerheads; high-quality bedding and linens; refrigerators; flat screen televisions with cable and movies; complimentary Wi-Fi, and multi-function music systems with MP3 players. For reservations, visit www.highpeaksresort.com or call 518-523-4411, toll-free 800-755-5598.

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