

SKI MOUNTAIN EVENT

Sugarloaf Charity Summit marks 10 years

By Ellie Duley

Anniversaries are celebrated all the time at Sugarloaf, but this winter a very special anniversary celebration will take place. The Sugarloaf Charity Summit, which is Sugarloaf's premier charity event, is back for its 10th year and anticipates crossing the \$1 million mark for money raised. The charities that benefit from the summit are the Maine Cancer Foundation and the Martha B. Webber Breast Care Center.

"What really excites me about this event is that all the money stays in Maine," Bruce Miles, co-chair of the event with Martha Bradley, said.

Kicking off the event was an online auction with sealed bid for a Sugarloaf season's pass, which was drawn on Oct. 1, to kick off breast care awareness month.

There are three levels of fundraising that participants can be involved in and electronic pledging will be available so participants can personalize a Web page dedicated to their efforts. This will be accessible from the Sugarloaf Web page at www.sugarloaf.com/charity.

The first level is the boardwalk level, which is attained when you raise \$250, the Cruiser level is for people who raise \$600 and Snowfields is for those who raise \$1,500 or more and will include entrance to the ball as well as your choice of a pair of Rossignol Nordic or alpine skis, or a Rossignol snowboard. There is a challenge race on Jan. 30, 2010 for fundraisers and sponsors from 11 a.m. to 1 p.m.

The Sugarloaf Charity Summit has evolved and grown over the years and this year is no different. As in the past, this year will involve two parts. The Sugarloaf Charity Summit Challenge Race will take place on Dec. 30 and is open to the public. This event is replacing the torchlight parade. A race course will be set up on Lower Competition Hill from 11 a.m. to 1 p.m. and skiers can challenge friends, family or anyone wanting to run the gates for a five dollar donation. This race is open to all ages and there is no pre-registration. During this time there will also be a barbeque at the Jean Luce race building at the bottom of Comp Hill. This new building is large and warm. There will be burgers, chips, soft drink and a dessert for a \$10 donation, which is another way

to participate in this huge fund-raiser, whether you chose to race or not.

The Charity Ball will be held on Jan. 30, 2010 and as in years past, there will be a silent auction beginning in the afternoon from 12-4 for the general public. The silent auction won't close until the gala ball later, which requires a ticket (\$75/per person), but there is a "buy it now" price for silent auction items during the afternoon if you aren't coming to the ball or you just have to have an item and don't want to wait and see if you win.

The ball in the evening includes the conclusion of the silent auction, a live auction and a raffle for a two-year season's pass for Sugarloaf and the Outdoor Center with no blackout dates. Tickets for the raffle will be sold during the ball and are \$10 each or three for \$25. There will be a potpourri of items to peruse at the silent auction and many exciting items for bid at the live auction.

The Gala itself will open at 6 p.m. in the King Pine room and run until 11 p.m. The evening wouldn't be complete without the touching candlelight survivor circle, which had upwards of 60 people two years ago, the last time the event was held. Of course, there will be food, beverages and light entertainment. This year, the wrist bracelet that gets you into the ball will also get you into the Widomaker Lounge without paying the cover charge. This is a nice way to dance off any excess energy after the event and a chance to take the party upstairs.

"It is exciting to have the Summit celebrate its 10th anniversary and to co-chair the event with Bruce Miles. One of the wonderful Summit volunteers is fighting breast cancer, and I think of her often while we work on



the Summit. We have all been touched with cancer and we are making a difference in the fight against it," Bradley, longtime event coordinator said.

"We already have some great supporters/sponsors signed on which include: LT's Inc., FastSigns, Burgess Advertising & Marketing, Carrabassett Printing & Marketing, Franklin Printing, Swix, Rossignol and of course, hosting our event... the one and only Sugarloaf," comments Bradley.

Another way to help is to volunteer for this huge event, either by selling tickets for the raffle, soliciting donations for either the silent or live auctions, or other day-of-the-event duties. You can contact Martha Bradley at Martha@projectsolutionsllc.biz, and Bruce Miles at bruce miles@tds.net.

So mark your calendars for Dec. 30, during the holiday week, for the charity summit race and BBQ open to the public, and for Jan. 30, 2010 for the fundraiser and sponsor race and the gala ball. You're sure to have a good time.

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