

NEWS



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Wildcat Mountain Goes 100% Green Wax For Its Tune & Rental Shop Universal Performance Wax Made From All Natural Ingredients Is PFC/Petroleum Free

Pinkham Notch, NH – With its location 100% within the White Mountain National Forest and operating on a land-use permit granted by the U.S. Forest Service, Wildcat Mountain continues to seek reasonable ways to operate in an environmentally friendly manner. Most recently the mountain's rental & tune shop has begun to use a universal wax offered by New England based *Green Wax* exclusively for its fleet of rental skis & snowboards and general universal wax needs for all tuning services. "It was an easy decision for Wildcat Mountain considering there is now a viable performance wax product that is environmentally friendly," said Rental & Tune Shop Manager Dave Chandler. "Having tested the functional applications of *Green Wax* as it relates to our higher volume tuning needs, including rental equipment and general tuning services, we are happy to be using a wax product that uses sustainable ingredients and minimizes the impact at Wildcat Mountain and other resorts."

"We are privileged to team up with Wildcat," said Ken Avery of *Green Wax*. "Their commitment to environmentally responsible operations is impressive, and we are extremely happy to be a part of it." The product description at www.greenskiwax.com explains *Green Wax* TRUE Universal is a performance wax made from all natural ingredients, free of PFCs and Petroleum. A proprietary blend offers a wide usable temperature range as well as high performance. *Green Wax* is produced in small batches to ensure quality and consistency. Each batch is then placed in a recycled tube packaging, eliminating the need for extrusion machines, and further reducing energy and waste. A non-toxic & biodegradable mix is formulated to provide pro-level glide, maximum adhesion, and ease of application. From the first snowfall to the last days of the spring season, *Green Wax* TRUE Universal formula will keep you riding fast in all conditions. High performance, convenience, and durability all in an eco-friendly product, *Green Wax* is endorsed by UTSB, a third party environmental research firm based in Banff National Park.

In addition to going with *Green Wax*, Wildcat Mountain also uses biodegradable emulsion, a necessary liquid component found in all tuning machines. Wildcat Mountain offers extensive tuning services this season, including full-tuning performed overnight Thursday through Saturday evenings and drop-off service on Sundays that will have equipment ready and waiting the following weekend, and customers can know that their requested service is now eco-friendly. For all tuning service information and pricing, please visit www.skiwildcat.com.

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Wildcat Mountain is a year-round, family-owned business, located 100% within the White Mountain National Forest in Pinkham Notch, NH. It is home to the 75-year-old Wildcat Trail; New Hampshire's most powerful quad summit chair lift; and is renowned for its proximity to Mt. Washington and long season. Wildcat Mountain is rated #1 Scenery and Top Ten in the East for Terrain, Challenge, Value, and Overall Satisfaction (SKI Magazine, Oct. 2009). For further information, please visit www.skiwildcat.com or call 1-888- SKI WILD.