PrimaLoft(r) Sponsors Sixth Annual Adirondack Backcountry Ski Festival

Contributed by The Editors
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February 13, 2008, Albany, NY - Specialty outdoor retailer, The Mountaineer, in Keene Valley, NY, will host its annual Adirondack Backcountry Ski Festival on March 1 and 2, 2008. For the sixth year, PrimaLoft(r)- Insulation Technology(tm) will support this event as a major sponsor.

The Skifest celebrates backcountry skiing experience in Keene Valley's backyard. During the weekend, participants will be offered instructional clinics, guided tours, demo equipment and an evening presentation by Backcountry magazine.

Proceeds from the event will benefit the New York Ski Education Foundation's Nordic racing program and the Adirondack Ski Touring Council.

"The Mountaineer is a unique outdoor specialty retailer that is committed to its community," said Tom Mendl, marketing director at PrimaLoft. "For the past five years, The Mountaineers' Backcountry Ski Festival has been successful in bringing the community together to enjoy the outdoors, and we are proud to be part of it."

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For more information on the Adirondack Backcountry Ski Festival, contact Vinny McClelland from The Mountaineer at (518) 576-2281 or e-mail: vinny@mountaineer.com.