

**Contact:**

**Karolyn Castaldo**

Communications & Marketing Manager, Ski NH  
603.754.9396 · Karolyn@SkiNH.com

**Becca Deschenes**

Marketing Director, Cranmore Mountain Resort  
603.356.5543 x317 · bdeschenes@cranmore.com

**Cranmore Mountain Resort Owner Honored with the National Ski Areas Association Lifetime Achievement Award**

*Upgrades to the New Hampshire resort's infrastructure continue under Brian Fairbank's leadership*

**CONWAY, NH ( May 17, 2017)**—Brian Fairbank, co-founder of The Fairbank Group that owns [Cranmore Mountain Resort](#) in New Hampshire, was recognized at the [National Ski Areas Association](#) (NSAA) Convention and Tradeshow with a Lifetime Achievement Award on May 6, 2017, in Scottsdale, Arizona.

Prior to his connection to the Granite State, Fairbank was best known for his operation of Jiminy Peak Mountain Resort in Western Massachusetts, as well as his involvement in the industry through the Professional Ski Instructor Association (PSIA), NSAA, and as a leader in energy efficiency at ski areas. After launching [The Fairbank Group](#) in 2008 with his son, Tyler Fairbank, they acquired Cranmore Mountain Resort in New Hampshire in 2010, and began managing Vermont's Bromley Mountain in 2011. The group also owns EOS Ventures, Bullwheel Productions, and Snowgun Technologies.

"For his lifelong commitment to conservation and renewable energy initiatives; for building an enormously successful resort company; and for his enduring example of leadership and passion for the growth of the broader ski industry, NSAA is proud to present Brian Fairbank with its 2017 Lifetime Achievement Award," said Michael Berry, NSAA president.

Since Cranmore was purchased by the Fairbank Group in 2010, they have invested \$10 million into the resort, including increasing the inventory of energy efficient snow guns by almost 400 percent, building a state-of-the-art children's center and dedicated learning area, and adding an expanded 10 lane tubing park and summer mountain adventure park, which consists of a mountain coaster, the Aerial Adventure Ropes Course, the Soaring Eagle zip line, a giant swing, and summer tubing.

Under Fairbank's guidance, Cranmore recently began its \$50 million master development plan, [Kearsarge Brook at Cranmore](#), which will replace all of the base area facilities, subsequently doubling the amount of lodging and guest space at the resort, and adding 106 residential units upon completion.

"We are proud that Brian is being recognized on the national level, as his leadership has had such a positive impact on Cranmore and will continue to do so in the future," said Ben Wilcox, President and General Manager of Cranmore Mountain Resort, and Chair of Ski NH.

Brian Fairbank has become quite involved in the North Conway community since buying Cranmore, and regularly donates to local non-profits.

Ski NH is the statewide association representing 34 alpine and cross country resorts in New Hampshire. For more information on ski areas, trail conditions, vacation planning, and updated winter events at Ski NH resorts, visit [www.SkiNH.com](http://www.SkiNH.com). For statewide travel info, visit [www.visitNH.gov](http://www.visitNH.gov).

Cranmore Mountain, located in the heart of North Conway Village in the White Mountains of New Hampshire only 2.5 hours from the Boston area, has been entertaining families with fun and festive activities for over 79 years. For more information on Cranmore Mountain and the latest news of special events, visit [www.cranmore.com](http://www.cranmore.com) or call 1-800-SUN-N-SKI.

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