



Contact:

Jessyca Keeler, Executive Director, Ski NH
jessyca@skinh.com (603) 745-9396 x203

For Immediate Release

Ski NH hires new Communications and Marketing Manager

Organization plans to expand its outreach to promote skiing in New Hampshire

CONWAY, NH (May 01, 2017)—Ski NH, the state’s nonprofit ski area trade association, has hired Karolyn Castaldo as its Communications and Marketing Manager. In filling this role, Ski NH plans to expand its efforts to promote skiing and tourism in the Granite State.

“We are excited to have Karolyn join our team,” said Jessyca Keeler, Executive Director of Ski NH. “Her knowledge and experience will help Ski NH to promote New Hampshire as the top New England ski destination, spread the word about learning to ski, and grow awareness about the lifestyle and social elements associated with skiing to newcomers and lapsed skiers.”

Castaldo, a New Hampshire native, graduated from the University of Denver in June of 2014 before moving back to New England to work in Sunday River Resort’s marketing and communications department. Her career in the ski industry began with an editorial and marketing internship with SKI and Skiing Magazines in Boulder, Colorado. After three years in Maine, she joins the Ski NH team to work with the association’s alpine and cross country ski area members, as well as with associate members, trade partners, and corporate sponsors.

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. For statewide travel info, visit www.visitNH.gov.