

## **Your Name of Your Hometown to Climb Mount Washington in Support of the Legendary Mount Washington Observatory**

MOUNT WASHINGTON, NH—On Saturday, July 21, [Your Town] resident [Your Name] will take on the challenge of summiting 6,288-foot Mount Washington, New Hampshire, “Home of the World’s Worst Weather,” as a participant in the 17<sup>th</sup> annual Seek the Peak hike-a-thon. The event raises funds for the nonprofit Mount Washington Observatory.

Mount Washington is famous for its bitter cold, freezing fog, heavy snow and legendary wind – wind that in 1934 reached an astounding 231 mph. The record, measured by Mount Washington Observatory staff, stands as the highest ever observed by man.

The average daily temperature on Mount Washington is just 34 degrees, and the rocky summit is in the clouds more than two-thirds of the year. As the tallest point in the Northeastern United States, Mount Washington’s summit is a coveted prize for hikers and climbers.

For [Your Last Name], it is a challenge that could not be missed.

[Optional: Insert quote about why you’re excited to climb Mount Washington.]

[Your Last Name] will join with as many as 500 other Seek the Peak participants, climbing in support of the nonprofit Mount Washington Observatory. Participants collect pledges before the hike, many working for months to reach lofty fundraising goals. [Your last name] hopes to raise \$[your dollar goal].

Presented by Eastern Mountain Sports and Vasque, the 17<sup>th</sup> annual Seek the Peak begins on Friday, July 21 with a kick-off party at the Observatory’s Weather Discovery Center museum.

On Seek the Peak Saturday, hikers will ascent Mount Washington via the trail of their choice, enjoying a trailhead send-off and behind-the-scenes tour of the Observatory’s legendary weather station once they reach the top.

After returning to the base, participants are rewarded with a huge after party, featuring a vendor expo, an all-you-can-eat turkey dinner and hundreds of prize giveaways worth thousands of dollars, including a Vasque boots, backpacks, a Paddleboard, a Mountain Bikes and loads of outdoor gear and equipment.

Your last name is thrilled to be among that group.

To support Your last name's efforts and to learn more about the event, visit [SeekthePeak.org](http://SeekthePeak.org) or call (800) 706-0432, extension 231. Financial contributions are accepted through the website, and all proceeds help fund the operation of the legendary Mount Washington Observatory.

Mount Washington Observatory is a private, non-profit, member-supported organization with a mission to advance understanding of the natural systems that create the Earth's weather and climate. Since 1932, the Observatory has been monitoring the elements in one of the most extreme locations on Earth, using this unique site for scientific research and educational outreach. The Observatory has two museums, a variety of educational programs, and a wildly popular website.

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NOTE: High-resolution photos are available to accompany this story. For information contact Krissy Fraser at (603) 356-2137, ext. 231.