



**For Immediate Release**  
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## **Stark Mountain Foundation Receives \$46k Gift from Open Road Ski Company**

On Saturday, the Open Road Ski Company donated \$46,000 to the Stark Mountain Foundation. The donation results from a collaboration between the Open Road Ski Company, Mad River Glen, and James Niehues to raise funds to underwrite one of Niehues' unique ski resort illustrations. The collaboration also bolsters the Stark Mountain Foundation's ability to contribute to important projects at Mad River Glen. This gift culminates the Fall 2020 Kickstarter campaign that delivered a new James Niehues ski resort map, stunning illustrations to over 500 fans of Mad River Glen, and nearly \$30,000 worth of additional mountain paintings for future Foundation fundraising.

Jim Elkind, President of the Stark Mountain Foundation, reacted to the gift by saying "This generous gift will help the foundation continue to fulfill its mission of protecting the environment and encouraging and supporting recreation at Mad River Glen. My fellow board members and I are tremendously grateful."

Todd Bennett, co-founder of Open Road Ski Company said, "James Niehues is an absolute legend. Ben Farrow and I were honored to lead the campaign and thoroughly enjoyed the collaboration with the passionate skiers and leadership team at Mad River Glen. This painting is one of the most beautiful pieces of Niehues' career and, as he shifts his focus to sketching the National Parks, Mad River Glen may be one of the last ski areas he ever paints."

At the news of the collaboration, Matt Lillard, Mad River Glen General Manager, said "It seems entirely fitting that Mad River Glen, one of the most iconic ski areas in the country, now has a Niehues illustration to represent General Stark Mountain and the ski area. I'm looking forward to creating new trail maps and area guides with Jim's art."

### **About the Open Road Ski Company**

Open Road Ski Company was formed by two passionate skiers, Ben Farrow and Todd Bennett, in 2018 to support Niehues's desire to have a definitive catalog of his work. Their first Kickstarter project, James Niehues: The Man Behind the Map, became Kickstarter's top grossing Art Illustration project of all-time.

### **About the Stark Mountain Foundation**

Founded in 2000, The Stark Mountain Foundation is an all volunteer 501(c)(3) charitable organization based in Waitsfield, VT. The mission of the Stark Mountain Foundation is to preserve and protect the environment and ecosystem of General Stark Mountain, including its recreational access and historic value, and to support programs that promote and sustain that environment for the enjoyment of present and future generations.

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### **About Mad River Glen Cooperative**

Mad River Glen became one of Vermont's first major ski areas when the Single Chair began carrying skiers to the top of General Stark Mountain in 1948. From the very beginning, Mad River Glen has been unique, a place where skiing is a sport not an industry, working with nature not against it. Mad River Glen began a new era in 1995 when its skiers came together to form the Mad River Glen Cooperative.

The Cooperative works to fulfill a simple mission: "... to forever protect the classic Mad River Glen skiing experience by preserving low skier density, natural terrain and forests, varied trail character, and friendly community atmosphere for the benefit of shareholders, area personnel and patrons."

### **About James Niehues**

If you are a skier, there is a good chance James Niehues has been your mountain guide. Throughout his 30-year career he has worked for more than 200 ski resorts across North America, South America, Australia, Asia and Europe. And even if you have never shared a bottomless powder day with him, he has always been close by. Maybe even in your pocket.

Over the past three decades, Niehues has extensively researched, photographed and illustrated nearly every ski trail for the best ski resorts on the planet. Of Ski Magazine's Top 50 resorts in North America, he has painted 45 of them. His tools of choice are a camera, a notepad and a paintbrush. Through his exacting and meticulous process, Niehues has guided millions of skiers with his trail maps that capture the unique character and soul of each mountain. He continues to define the look of an entire sport.

Learn more at [www.starkmountain.org](http://www.starkmountain.org)