



SPRUCE PEAK LAUNCHES “SPRUCE PEAK CARES” INITIATIVE

Spruce Peak Pledges 20% of Select Lodging Packages, Gift Card, and Special Program Sales to Local Charities & Organizations Dedicated to Helping Vermonters in Need



Stowe, VT (June 18, 2020) - Spruce Peak, located at the base of Stowe’s iconic Mount Mansfield in Stowe, VT announced today the creation of Spruce Peak Cares, a new initiative dedicated to supporting the charitable organizations that are leading the way in re-engaging and rebuilding the Stowe and greater Vermont community during and following the coronavirus pandemic.

“Now, more than ever, a strong and supportive community is essential to navigating the challenging times of our ever changing world,” says Sam Gaines, President of Spruce Peak Realty. “That is why we are launching Spruce Peak Cares - our new initiative to engage Spruce Peak owners, members, guests, and colleagues in supporting organizations that make a difference and impact positive change throughout the Stowe and Vermont community.

Starting immediately, through the end of the year, Spruce Peak is pledging 20% of select Lodging Packages, Gift Cards, and Special Program sales to local charities and organizations dedicated to helping Vermonters in need.

Spruce Peak has partnered with six worthy organizations for 2020: [Vermont Foodbank](#), [Meals on Wheels](#), [Clarina Howard Nichols Center](#), [United Way of Lamoille County](#), [Helen Day Art Center](#) and the [North Country Animal League](#).

“Our goal is to raise \$100,000 for local charities dedicated to providing support to kids, family, and community across Stowe and Vermont.” says Kendal Daiger, Director of Marketing at Spruce Peak. “Everyone at Spruce Peak is wholly dedicated to this community and keeping it the special and thriving environment we all know and appreciate.”

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About Spruce Peak

Spruce Peak is Vermont’s most elevated luxury slopeside community. Located at the base of Stowe’s iconic Mount Mansfield, it serves as the center of a uniquely Vermont mountain culture. Celebrating its 17th year, Spruce Peak has become a place where a close-knit group of more than 500 homeowners and members eat, drink, relax, play, and live. Spruce Peak sets the stage for memories; at its heart a charming, geothermal-powered Village Center that offers access to adventurous activities, with an intimate 450-seat performance arts center, an award-winning Bob Cupp–designed golf course and a nearly 10,000-square-foot outdoor ice rink. Central to the Village is The Lodge at Spruce Peak – Stowe’s only ski-in ski-out luxury hotel - and a members-only club with a refined and elegant 20,000 square-foot clubhouse. For those also seeking something more indulgent there is a pampering spa with outdoor pools and a fitness center, and locally inspired dining and retail destinations. Spruce Peak is an Audubon-certified sustainable community, inspired by our alpine location to be engaged stewards of 2,000 acres of preserved Vermont land. For more information, visit sprucepeak.com. Follow us on Facebook @SpruceLife and on Instagram @SprucePeak.

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