

## PRESS RELEASE

### Challenge Mountain Announces *What's in Store!*

**Challenge Mountain has invested in a new facility for its Resale Store that will support the demands of current operations and provide a strong foundation for future growth.** The mission of Challenge Mountain is to enrich lives and empower individuals living with disabilities through year-round adaptive recreation and **the Resale Store is the organization's primary funding source with sales going directly to support programming.** In recognizing the important role the Resale Store plays in the organization's future and as a community resource, the Challenge Mountain Board and staff took this opportunity to invest in the Store's continued success.

The new Store will be located at 1100 Boyne Avenue and will open in early 2016. **The new facility will offer increased sales space to accommodate a growing resale store, a prime location providing increased visibility, a structurally solid steel building offering a sound investment for the organization, easier access for donating goods and an open floorplan to effectively organize more merchandise and improve the shopping experience.**

"With the current facility deteriorating and offering limited opportunity for growth, the timing of the purchase was critical," stated Executive Director, Elizabeth Gertz Looze. However, a number of **renovations are required** in order for the new building to function as a resale store. Although **purchasing the facility is a big step toward investing in Challenge Mountain's future, there is still significant work to be done before we can open our doors.**"

In order for the Resale Store to operate in its new location as soon as possible, the **renovations will be completed in two phases. Phase I renovations on the newly acquired space will commence in November and are scheduled to be completed in early 2016. The full remodel will be complete by the end of October 2016.** Like the Challenge Mountain Resale Store on Facebook and stay tuned to updates on the progress with the new Store. In the meantime, the **current Resale Store located at 1158 Old M-75 Loop, Boyne City, MI 49712 will remain open during renovations** of the new facility in effort to meet the ongoing needs of the community during the busy winter months.

Contributions for the building project are already coming in and **through the generous support of The Charles J. Strosacker Foundation, Petoskey-Harbor Springs Area Community Foundation, Charlevoix County Community Foundation, Great Lakes Energy People Fund and hours of volunteer labor renovations have begun.** Challenge Mountain and the Challenge Mountain Resale Store would not be successful if not for the committed volunteers, donors, shoppers and supporters. The organization will continue to seek support from individuals, foundations and businesses in hopes to gain their involvement in completing the renovations required to open the doors.

**The store location is not the only thing changing at the Challenge Mountain Resale Store.** Challenge Mountain would also like to **welcome Staci Payton, Store Manager and Alaina Farrington, Assistant Store Manager to the Challenge Mountain Resale Store team.** The Store's leadership is committed to providing the highest standard of customer services and is already making improvements to the shopping experience. **With every donated item and dollar spent at the Challenge Mountain Resale Store you support Challenge Mountain's mission to enrich lives and empower individuals living with disabilities through year-round adaptive recreation.**

Since 1985 Challenge Mountain has built relationships that last a lifetime and fostered communities where differences are diminished, blurred and often erased. Over the years, the people in these communities have ensured Challenge Mountain continues to thrive. To learn more about Challenge Mountain or to get involved, contact Executive Director, Elizabeth Gertz Looze at [director@challengemtn.org](mailto:director@challengemtn.org) or call 231-582-1186.

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