



FOR IMMEDIATE RELEASE: Tuesday, October 19, 2021

Project Name: Diversion of the Avon River, to provide freshwater resource for tourism and agriculture / Martock Freshwater Restoration Project.

West Hants, NOVA SCOTIA – On behalf of the West Hants Regional Municipality (WHRM) and Ski Martock the following press release is being issued to inform Ski Martock customers and the residents and business community of West Hants, regarding the status of the noted project locally referred to as the Martock Freshwater Restoration Project.

On October 14, 2021, Ski Martock issued a statement of confidence to their customer base regarding their 2021 / 22 ski season. This results from a positive ongoing process to explore an infrastructure project to restore freshwater for snowmaking operations. Two primary factors have contributed to this positive notice, including the pursuit of government funding options to support the project, which we hope to publicly confirm soon, and signed approvals from federal and provincial departments related to environmental concerns.

With regards to financial support, the WHRM is the signature for the application and will administer the financial components associated with the funding program once approved. “The WHRM will not be financially burdened by this project but is happy to assist with the administration of the funding. The Regional Municipality recognizes the positive economic impacts of restoring freshwater to the Avon River system and its importance to Ski Martock”, states Mayor Abraham Zebian.

Construction approvals are in place, pre-construction meetings have been held and work has begun. The project involves the lowering of the freshwater mechanical intake systems and the installation of two separate riffles in the Avon River. The riffles will be installed downstream from the current intake systems to assist with the collection of fresh water, the critical component to the snow making process.

Co-owner of Ski Martock Jim Boylan states, “We recognize how important our operation is to the local economy and the families that depend on us being open. We have a lot of trust in the people we are working with as well as the pending funding approvals. We look forward to seeing everyone at the hill this season”.

For further information pertaining to the snowmaking process please refer to the following website extension:

<https://www.martock.com/blog/wp-content/uploads/2014/12/How-we-make-snow-.png>

or

www.martock.com

For more information, please contact:

Ski Martock, admin@martock.com

West Hants Regional Municipality, Chief Administrative Officer Mark Phillips

mphillips@westhants.ca

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