

FOR IMMEDIATE RELEASE



## Whitetail Resort Announces Retirement of Vice President & General Manager, Don MacAskill

*38-year Ski Industry Veteran to be named to Pennsylvania Winter Sports Hall of Fame*

**Mercersburg PA.** - May 30, 2019 - [Whitetail Resort](#), a four-season mountain resort in Tuscarora Mountains of Southern Pennsylvania, today announced that its long-time Vice President & General Manager, Don MacAskill, will be retiring, effective June 21, 2019. Continuing on its history of building strong leadership and promoting within, Brett Cook, Whitetail's Assistant General Manager has been tapped to become its new Vice President & General Manager.

MacAskill, a ski industry veteran of 38 years, has served in Whitetail's lead role for the past 21 years. Prior to Whitetail, he held the title of General Manager at Okemo Mountain Resort in Ludlow, Vermont for 12 years. During his time at Whitetail, MacAskill lead the resort through several major expansions, as it developed into a premier four-season mountain resort destination. Projects under his tenure include, two lodge expansions, the building of a dedicated rental shop and a renovation of its learning center. He was also instrumental in upgrading and doubling the size of Whitetail's snowmaking system, transforming it into one of the most modern and technologically advanced systems in the country. Most recently, after a multi-year effort by MacAskill, he was successful in spearheading a local referendum effort in Montgomery Township that opened the doors to allow Whitetail Resort to begin serving alcoholic beverages at both the ski and golf resort, in what remains a dry township.

MacAskill's love for, and commitment to, the ski industry extends to his role as President of the [Pennsylvania Ski Areas Association](#), a position he has held since 2014. In addition, he is to be inducted into the [Pennsylvania Winter Sports Hall of Fame](#) in recognition of his service and contributions to the winter sports in Pennsylvania and beyond.

"Don, through his 21 years of outstanding leadership at Whitetail Resort and 38 years in the ski industry, is a shining example of what makes our industry such a special and rewarding place to work," said Jason Boyd, Senior Vice President of Mid-Atlantic Operations at Peak Resorts. "We wish him the very best in all of his future endeavors, which I'm sure will include many days spent with a fishing rod in hand!"

Assuming the role of Vice President and General Manager will be Brett Cook, who currently serves as the Assistant General Manager at Whitetail. Cook has been Don's right hand man for the past two years, and prior to that served as Director of Operations at [Liberty Mountain Resort](#).

“In working with Brett over the past few years, I can rest assured that our resort, which has always been so important to me, is in good hands. I have the utmost confidence that Brett and his team of directors and managers will continue to build on the success we have enjoyed here at Whitetail over the past two decades,” said MacAskill.

### **About Whitetail Resort**

Located on Two Top Mountain in the Tuscarora Mountains of Southern Pennsylvania, Whitetail Resort is a four-season mountain resort that offers a diverse range of outdoor experiences; from skiing, snowboarding and snow tubing; to golf at the [Whitetail Golf Club](#), and adventure camps for kids; as well as hosted banquets, meetings, and weddings. Featuring skiing and snowboarding on 23 trails, a 935-foot vertical drop, eight lifts (including a high-speed detachable quad), a halfpipe, and two terrain parks, Whitetail offers something for skiers and riders of all abilities. Add in four individually branded eateries, a fully stocked sports shop, as well as a dedicated snow tubing area complete with its own lodge, and you have a mountain resort that is fun for the whole family. To learn more, please visit [www.skiwhitetail.com](http://www.skiwhitetail.com).

### **About Peak Resorts**

Headquartered in Missouri, Peak Resorts is a leading owner and operator of 17 ski resorts primarily located in the Northeast, Mid-Atlantic and Midwest, 16 of which are company owned: Mount Snow in Vermont; Attitash, Wildcat and Crotched Mountain in New Hampshire; Hunter Mountain in New York; Jack Frost, Big Boulder, Liberty Mountain, Whitetail and Roundtop Mountain in Pennsylvania; Boston Mills, Brandywine, Alpine Valley and Mad River Mountain (operator only) in Ohio; Hidden Valley and Snow Creek in Missouri; and, Paoli Peaks in Indiana.

The majority of the resorts are located within 100 miles of major metropolitan markets, including New York City, Boston, Philadelphia, Baltimore, Washington D.C., Cleveland and St. Louis, enabling day and overnight drive accessibility to over 44 million residents. The resorts under the Company's umbrella offer a breadth of activities, services and amenities, including skiing, snowboarding, terrain parks, tubing, dining, lodging, equipment rentals and sales, ski and snowboard instruction, and mountain biking, golf and other summer activities. To learn more, visit the Company's website at [ir.peakresorts.com](http://ir.peakresorts.com) or follow Peak Resorts on Facebook for resort updates.

### **Media Contact:**

Jamie Storrs  
Peak Resorts  
802-464-4203  
[jstorrs@peakresorts.com](mailto:jstorrs@peakresorts.com)