



NORTH COUNTRY SPORTS COUNCIL

PRESS RELEASE

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North Country Sports Council Partners with Jamaica Bobsled to Make Hotel Saranac a Home Away from Home

Saranac Lake, NY - (DATE) The North Country Sports Council (NCSC) is thrilled to announce its partnership with the iconic Jamaica Bobsled team as they join forces to transform the historic Hotel Saranac into the new home away from home for these remarkable athletes. This collaboration marks an exciting new chapter for both organizations as they strive to create a training haven for the Jamaica Bobsled team.

The Hotel Saranac, nestled in the historic village of Saranac Lake, will serve as the Jamaica Bobsled team's new training headquarters. This exciting development provides a fresh opportunity for the team to prepare and train for upcoming bobsled competitions while immersing themselves in the vibrant local community and becoming an integral addition to its culture. The North Country has already proved a welcoming home for the Jamaica Bobsled team with the Olympic Regional Development Authority graciously providing the Jamaica Bobsled team with world-class training facilities.

"We are honored to partner with the Jamaica Bobsled team and provide them with a home away from home," said Matthew Dougherty Executive Director of NCSC. "This collaboration not only signifies our commitment to supporting athletes from all corners of the globe, but this also showcases our region's dedication to fostering a diverse and inclusive sporting community, with support from the state of New York."

The North Country Sports Council believes in the strength of the ongoing relationship with the Country of Jamaica, strengthening cultural ties and fostering international cooperation. In addition, NCSC will continue to collaborate on tourism initiatives to showcase the unique charm of both the North Country and Jamaica.

"Although we're disappointed that the Franklin County Tourism Advisory Committee (TAC) chose not to support this partnership with occupancy tax funding, we're appreciative of the Hotel Saranac, the Village of Saranac Lake, the Town of Harrietstown and many others who have shown support and look forward to working with the State of New York on some of its new cultural diversity marketing initiatives, the Jamaica Tourist Board and a number of other partners as we look to bring awareness to the North Country," said Neil Fortier, Chair of NCSC. "As our friends to the east know, it's rare to have opportunities to partner and

associate with an Olympic organization having just competed with Utah to host U.S. Biathlon. Especially with one that is so iconic and immortalized by the Disney film.”

The Jamaica Bobsled team, known for their indomitable spirit and unwavering determination, will make their highly anticipated debut in the North Country during this year's Saranac Lake Winter Carnival parade. Fans and spectators will have the unique opportunity to witness the team's infectious energy firsthand and experience the thrill of their presence.

"Roedel Companies, and our historic Hotel Saranac, are proud to be the host hotel for the Jamaica Bobsled team," expressed David Roedel, Business Development Officer. "We feel this is exactly the type of business the Village and the county needs to attract to generate additional tourism dollars and priceless marketing opportunities. We promise to keep the team well rested, fed and cared for as they pursue their athletic dreams."

The NCSC and the Hotel Saranac are committed to providing the Jamaica Bobsled team with a supportive and nurturing environment, allowing them to focus on their training and excel in their sport. This partnership not only strengthens the team's prospects but also enriches the North Country's sporting landscape, fostering a sense of unity and camaraderie among athletes and fans alike.

“It would be impossible to tell the story of the Jamaica Bobsled team without including its relationship with the North Country where all its pilots first learned to drive a bobsled, where its current Development Coach, Pat Brown, comes from, and where its current Performance Coach Todd Hays lives.” said Nelson Christian Stokes, Chairman and CEO of the Jamaica Bobsleigh team. “The team has willingly participated in community events over the years as a way of returning and showing appreciation for the warmth and caring with which its athletes have been received. I am very pleased now to formalize and deepen this relationship. I applaud the vision of the North Country Sports Council and Hotel Saranac. Their understanding of what it takes to shine a brighter light on the region in a crowded field of contending demands has been impressive. I look forward to experiencing the Hotel Saranac myself during the Winter Carnival Parade and confirming that it is as splendid and comfortable as our athletes have reported.”

ABOUT THE NORTH COUNTRY SPORTS COUNCIL:

The North Country Sports Council is a not-for-profit charitable organization, IRS 501 (C) (3) with a mission through the power of sport, events, and entertainment to foster economic development by attracting and/or further developing events with a goal of improving our citizens' quality of life and elevating the brand of the North Country.

For more information go to www.northcountysports.org

ABOUT THE HOTEL SARANAC:

Hotel Saranac, a Curio Hotel by Hilton, is an historic, full-service hotel located in the Village of Saranac Lake, NY. Nestled in the heart of the Adirondacks, the hotel is registered with the National Registry of Historic Places and is within miles of year-round outdoor activities and the Olympic venues in Lake Placid, NY. The hotel features 102 rooms and suites, Campfire restaurant, Great Hall bar, Ampersand Spa,

Academy & Main retail shop and expansive event space. In 2023 the hotel finished #4 in the most haunted hotels in America by USA Today and in the Top 5 of favorite historic hotels by Historic Hotels of America.

For more information go to www.hotelsaranac.com

ABOUT JAMAICA BOBSLED:

The Jamaica Bobsleigh and Skeleton Federation (JBSF) is the governing body for the sport of Bobsleigh and Skeleton in Jamaica and has been a member of the International Bobsleigh and Skeleton Federation since 1987. The JBSF therefore has administrative responsibility for the iconic Jamaican Bobsled team, immortalized in the 1993 perennial favorite movie, Cool Runnings. Since its dramatic and auspicious debut at the Calgary Olympic Winter Games in 1988, the Jamaican Bobsled team has competed in seven subsequent Games, most recently in Beijing in 2022 where it had its largest contingent ever including a 2-man team, a 4-man team and a women's Monobob competitor. The team remains the most globally recognizable brand in the sport of bobsled and one of the most beloved brands in the Olympic Movement.

For more information go to www.jbsf.co