



Blue Tree, LLC

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Sunday River Celebrates 50 Years with Launch of New Book

# SUNDAY RIVER

HONORING THE PAST, EMBRACING THE FUTURE

By David Irons · Foreword by John Christie

\$19.95 hc · 112 pp · over 100 images · ISBN-13: 978-0-9802245-3-5

“On its 50th birthday, Sunday River deserves just such a handsome historical volume as this, and only Dave Irons, a local boy who was there riding the T-Bar on opening day, could have written it.”

—JOE CUTTS, Ski Magazine

Newry, Maine—Starting now, guests to Sunday River ski resort can take a piece of the resort’s 50-year history home in the form of a hard covered coffee table book entitled, *Sunday River: Honoring the Past, Embracing the Future*.

Written by Dave Irons, a Maine native and former director of Sunday River ski patrol, the book covers pieces of the resort’s history in 112 pages filled with interviews and personal accounts.

“There are no records of how many people skied that day...” writes Irons in the first chapter. Today, Sunday River is New England’s second-largest ski resort and hosts some of the world’s biggest events, including the Snowboarding World Cup held in March of 2009.



John Christie, himself an author and former general manager of sister resort Sugarloaf, writes “It takes a real insider to understand, and to tell us the entire remarkable story. Dave Irons is that authority, and we are blessed that he has written it. I found it impossible to put down.”

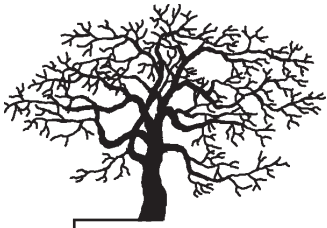
More than 100 images illustrate Sunday River’s amazing growth from the late fifties to where it stands today—a resort poised for many more years of success, thanks in part to the resort’s new owners, Boyne Resorts.

Since 2007, Boyne has invested over \$25 million in capital improvements at Sunday River including New England’s only Chondola.

Nestled just south of the scenic Mahoosuc Range, outside of idyllic Bethel, Maine, Sunday River has grown from its humble beginnings into the state’s most-visited resort boasting 671 acres, 132 trails and 16 modern lifts across eight mountain peaks.

For high resolution images and all media inquiries, contact Darcy Liberty.

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### ABOUT THE AUTHOR

David Irons grew up in South Paris, Maine, learning to ski on a small hill behind his family's home. Irons continued to ski wherever possible, and following the opening of Sunday River in 1959, Irons became a regular weekend skier there. He joined the Sunday River Ski Patrol in 1968, which he directed from 1971 to 1982. During twenty years of patrolling, Irons achieved certification by the National Ski Patrol and the Professional Ski Patrol Association and served as an examiner for both organizations until 1988, when broadcasting and writing became his primary focus.

### ABOUT SUNDAY RIVER

Sunday River celebrates its 50th Birthday with a season-long celebration. A true four-season destination, Sunday River offers eight interconnected peaks of world-class skiing and snowboarding, two Grand Resort Hotels and golf at the highly acclaimed Sunday River Golf Club. Sunday River is a member of the Boyne USA Resorts family of resorts and attractions and is located in Newry, Maine amidst the scenic Mahoosuc Range.

### ABOUT BLUE TREE

Blue Tree is a boutique publishing firm based in Portsmouth, New Hampshire, and was founded in February 2004 by Brian Smestad. The company is dedicated to publishing unique photography books, art books, cookbooks, and children's books. To visit Blue Tree online, go to [www.TheBlueTree.com](http://www.TheBlueTree.com).



IMAGE: Larger images are available upon request.

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“On its 50th birthday, Sunday River deserves just such a handsome historical volume as this, and only Dave Irons, a local boy who was there riding the T-bar on opening day, could have written it. Irons’s thorough research, underpinned by firsthand experience and vivid memories, make for an entertaining and highly informative read, one that any fan of the River or Maine’s ski history will cherish. Congratulations to both the author and the resort.”

—Joe Cutts, *SKI Magazine*

“I came to ski writing from University of Maine in Orono a few years after Dave. But as a lover of Maine and all her seasonal moods, I too watched Sunday River grow from those modest beginnings in the 1950s to the astounding resort it has become. The difference is that Dave saw all this from the inside—from the Mike Thurston years and the infancy of a few good ideas to the rocket ride of the Les Otten era and beyond. Dave is a gifted ski writer who understands that every good story comes down to the humans who populate it, and this is how he has written the very exciting, very human story of Sunday River.”

—Tony Chamberlain, *The Boston Globe*

“I’ve been lucky in my ski life to have all kinds of epic experiences, including skiing Sunday River in the early days and watching it grow, and ripping some runs with Dave Irons. Both meant not just feeling some great snow under my boards, but getting to the essence of what skiing is all about: a total sensory, completely transcending experience. Now, lucky reader, you can do both of those things right here between these pages. Be you sitting by your fire, trying to pass time on a plane, or even reading at the beach, you can feel Sunday River and see skiing Dave’s way. It’s all good.”

—Moiria McCarthy, *Boston Herald*

“. . . a fascinating and detailed story of Sunday River. Memories of my high school races and the honey-glazed donuts came joyfully flooding back. Now we can all know the complete story of how Sunday River progressed and blossomed. Thank you Dave Irons and Sunday River for preserving the history of Sunday River.”

—Megan Roberts, *Ski Museum of Maine*

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