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FOR IMMEDIATE RELEASE

**U.S. SKI & SNOWBOARD HALL OF FAME AND MUSEUM LAUNCHES
ENDOWMENT**

ISHPEMING, MI - The U.S. Ski & Snowboard Hall of Fame and Museum (The Hall), the sole national museum in Michigan's Upper Peninsula, who recognize the athletes and visionaries that have significantly enriched the global sports of skiing and snowboarding in the United States, announced the launch of an endowment designed to provide long-term financial stability for the organization earlier this week.

"Since our establishment in 1956, we have inducted 467 individuals to our Hall of Fame, all of whom's legendary stories reside in the Museum that houses over 18,000 related artifacts in Ishpeming" stated Brian Fairbank, chairman of The Hall's national board of directors and member of the Hall of Fame Class of 2021. Fairbank, a ski and snowboard resort owner in Massachusetts, is one of two initial matching-pledge donors, giving a \$100,000 gift towards the creation of the endowment continued, stating: "We will use the initial \$200,000 to raise matching donations and the dividends from this investment to help fund the ever-increasing operational costs to run the organization and ensure we keep the legacy alive in Ishpeming and provide structure for generations to come."

Dave Holli, a skiing heritage enthusiast, longtime board director and forestry professional in Michigan's Upper Peninsula joined Fairbank by also donating \$100,000 to help open the endowment. Holli commented, "The intent of opening an endowment is that we need to provide our donors a platform to move from the sidelines to getting into the action. We have \$200,000 of potential matching funds, and if we can get others to step up right now and Invest in this endowment, it can and will provide us with a solid financial footing long into the future!"

US Ski & Snowboard
Hall of Fame
PO Box 191
Ishpeming, MI 49849
906.485.6323

administrator@skihall
.com
SkiHall.com

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The Hall of Fame, although based in the sport's birthplace of organized skiing in America, Ishpeming, MI, provides a nationally acclaimed honor and hosts events to recognize individuals around the entire United States annually. Unlike other National and regional Hall of Fames, The Hall is not funded by a national governing body or local tax dollars. It needs philanthropic commitments and grants to sustain its existence. "We need the support of the major players in Michigan along with the resorts and other snowsport industry entities around the country to step up right now," added Holli.

"We really are a national organization," said Justin Koski, The Hall's Executive Director and Ishpeming native "But we need Michigan philanthropic dollars right now more than ever before." Added Koski who organizes and executes The Hall's annual Induction Ceremonies and Charitable Fundraising events. "Having an endowment that is supported by Michigan-based foundations and our major regional employers along with the national entities and snowsport industry organizations alike will really bring everything together for us." concluded Koski.

The endowment fund is managed by the Marquette County Community Foundation and is set up to ensure the preservation of their archives and create long-term funding to support the Hall of Fame's charter and goals for posterity. The endowment is part of the newly launched [Legacy Giving Circle Program](#) that additionally includes accepting bequests, estate planned gifts and perpetual building naming opportunities onsite at the Museum in Ishpeming, MI. For more information on becoming a member of the Legacy Giving Circle contact [Justin Koski](#) or [Tiia Libin](#).

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[U.S. National Ski & Snowboard Hall of Fame and Museum, Inc.](#) - The mission of the U.S. National Ski & Snowboard Hall of Fame and Museum is to honor and celebrate the athletes, pioneers and visionaries of the United States who have significantly enriched the global sports of skiing and snowboarding, and to showcase their stories and historic memorabilia in a national museum located at the birthplace of organized skiing in America, Ishpeming, Michigan.

CONTACT: Justin Koski | 906-485-6323 | justin@skihall.com