



For Immediate Release
September 3, 2010

PR Contact:
Greg Glynn, Nancy Marshall Communications on behalf of
New England Outdoor Center
(207) 623-4177, gglynn@marshallpr.com

New England Outdoor Center partners with local businesses to create innovative fall and winter packages

*~Tailored packages are designed to support local businesses, increase tourism and provide
valuable skills for guests~*

MILLINOCKET, Maine - The New England Outdoor Center (NEOC) today officially unveiled their new fall and early winter packages for the 2010-2011 season at www.neoc.com/fallandwinterpackages. The innovative packages are being offered for the first time in the resort's history as a way to accentuate the activities and businesses that surround the four-season resort. In addition to the offerings and accommodations, the packages will provide guests with valuable skills they can take with them long after their stay. Based in Millinocket, Maine since 1982, the New England Outdoor Center has provided visitors from across the world with a one-of-a-kind Maine outdoor experience.

"Through business partnerships in the local community, we are proud to announce our first-ever set of tailored fall and winter packages. We host thousands of guests at our resort each year and with these packages, we are confident we can provide visitors with gifts and skills that will last far longer than their visit. While many people know about our whitewater rafting, snowmobiling and moose tours, we believe these tailored packages will be popular among our current customers and also attract new ones," said Matt Polstein, co-owner of New England Outdoor Center.

The new fall and winter weekend packages range in dates from October - December and start as low as \$109 for adults, \$69.00 for children (ages 12 and under). Each of the weekend adventures includes a theme, hobby or activity for guests to enjoy during their stay in Northern Maine.

The packages are supported by local businesses in the Millinocket area, and provide more exposure for the area retailer shops and their services. The New England Outdoor Center has partnered with Millinocket businesses, the Fiber Quilt & Craft, The Wreath Factory and local Maine Guide Rob Tice to offer their skills and services to New England Outdoor guests.

A brief description of each new fall and winter package is listed below:

Calling the Moon

October 22-24

With a full moon scheduled, the weekend will be filled with festive crafts, storytelling and plenty of tricks and treats. The package includes:

- Evening group hike
- Trick or treat scavenger hunt
- Group bonfire
- Two nights lodging, one dinner, two breakfasts and two lunches

Prices start at \$168.00 for adults based on a double occupancy. Children under 12 start \$128.00. Upgrades for Premium and Romantic Green Built Guest Houses are also available.

Mt. Katahdin Knitting Retreat

October 29-31

In an effort to promote a healthy lifestyle and the art of knitting, the New England Outdoor Center is offering the company's first-ever "Knitting retreat." The package provides shared lodging in one of the resorts many cabins and an opportunity for knitting enthusiasts to come to Maine and celebrate the region's wool history from River Drivers to Rangers. In addition to knitting projects, guests will be invited to join a guided group hike on Saturday and explore Baxter State Park. Package includes:

- Create your own knit hat using a kit and local pattern that reflects the landscape Baxter State Park.
- Beth Sulander from Millinocket Fiber Quilt & Craft will provide the materials and kit at no additional charge (\$35.00 value). Guests should bring their own needles.
- Knitters will use Peace Fleece wool yarn made locally in Maine
- Two nights lodging, two breakfasts and two dinners

Prices start at just \$188.00. Shared lodging with other knitting enthusiasts.



Beth Sulander from Millinocket Fiber Quilt & Craft is one of the proud business owners to support the innovative new fall and winter packages from the New England Outdoor Center.

Homesteaders Package

November 5-7

This package allows for hard-working guests that enjoy rolling up their sleeves and getting a little dirty to enjoy the New England Outdoor Center at a discounted rate. With accommodations at Twin Pine Camps guests will take lessons for bread-making, spinning wool and other homesteading skills. Techniques for wood stacking, ax handling and safety will also be shared as part of the outdoor activities on Saturday morning. The package is designed to remind guests of life before machines, computers and cell phones. Includes:

- Spinning wool workshop
- Saturday night social
- Two nights lodging, one lunch, one dinner

Price: \$139.00 per adult based on double occupancy. Children under 12, \$99.00. Best available cabin.

Family Primitive Skills Weekend

November 12-14

Designed to showcase the ruggedness of the Twin Pine Camps, weekend guests will practice traditional survival skills including: fire starting, shelter building, knots and lashing, as well as the basics of outdoor cooking, and orienteering. Package includes:

- Orienteering workshop
- Test your skills on an orienteering challenge designed by local Maine Guide Rob Tice.
- Outdoor Cooking
- Shelter building
- Axe safety and fire building
- Two nights lodging, one dinner, two breakfasts, two lunches

Prices start at \$168.00 per adult based on a double occupancy. Children under 12, \$128.00. Upgrades for Premium and Romantic Green Built Guest Houses are also available.



Rob Tice is one of the local Maine Guides that have partnered with the New England Outdoor Center to provide visitors the chance to practice traditional survival skills in the Maine woods.

Harvest Home

November 19-20

This package celebrates the hard-working men and women in the logging industry along the Golden Road in Millinocket. Guests will be able to take advantage of reduced rates for this activity-filled weekend. All guests should expect to actively participate in activities including wood cutting and stacking, general grounds maintenance and trail work. Organized work will take place in the morning, leaving visitors the rest of the afternoon to explore, relax and revel in a job well done. The package includes:

- Saturday night social at the New England Outdoor Center
- Collaborative work on trails and on grounds
- Two nights lodging, one lunch, one dinner

Price: \$109.00 per adult. Children under 12, \$69.00 Best available cabin.

Not included in the package: Guests can stop by The Pelletier Loggers Family Restaurant in Millinocket, recently opened on the edge of the Golden Road. The restaurant celebrates the work of Pelletier Brothers, Inc., best known from their popular TV show "American Loggers" on the Discovery Channel.

Deck the Halls: Decorating Weekend

December 3-5 & 17-20

The New England Outdoor Center has designed this weekend to inspire the holiday spirit. During your time at Twin Pine Cabins, visitors will be able to participate in a wreath making workshop and take home their own holiday wreath. Guests will also have the chance to help decorate the camp with boughs and other wild harvested materials. Merrymaking and decorating will take place in the morning leaving the afternoon to enjoy good food, good company and the beautiful winter landscape in the shadow of Katahdin. The package includes:

- Wreath making workshop at Twin Pines with materials from the Wreath Factory in Millinocket
- Make your own wreath
- Saturday night social at NEOC
- Two nights lodging, one dinner, two breakfasts and two lunches

Price: Classic Cabin: \$168.00 per adult based on a double occupancy. Children under 12, \$128.00.

Premium Cabin: \$248.00 per adult based on a double occupancy. Children under 12, \$208.00.

Romantic Green Built Guest Houses: \$299.00 per adult based on a double occupancy. Children under 12, \$259.00.

Night Tree:

December 10-12

Guests will be part of preparing a series of night trees to feed the local wildlife. The night trees will provide food and snacks for the animals and give guests the chance to learn about local wildlife. During the winter weekend visitors will help make edible ornaments and decorate the "night tree" at the Twin Pine Camps. Activities will include watching wildlife, snowshoeing or skiing, and relaxing in our self catering cabins. Great for children!

- Story time and crafts
- Hike and decorate the "Night Tree"
- Evening talk on animals in winter
- Two nights lodging, one dinner, two breakfasts and two lunches

Classic Cabin: \$168.00 per adult based on a double occupancy. Children under 12, \$128.00.

Premium Cabin: \$248.00 per adult based on a double occupancy. Children under 12, \$208.00.

Romantic Green Built Guest Houses: \$299.00 per adult based on a double occupancy. Children under 12, \$259.00.

In addition to the packages announced today, the resort will also post exclusive offers on their website, in their e-newsletters and on the social media sites Facebook, Twitter and YouTube for both the New England Outdoor Center and the River Drivers Restaurant. To learn more about the packages and follow the activities at the New England Outdoor Center, visit the new resort blog "The Howl" at www.neoc.com/blog/.

Editor's Note: Click on the images above or the links below in order to access a downloadable version.

http://www.marshallpr.com/apc/photos/releases_793_2_o.jpg

http://www.marshallpr.com/apc/photos/releases_793_3_o.jpg

About New England Outdoor Center:

New England Outdoor Center is a four-season resort located near Baxter State Park in northern Maine, with a full range of activities and lodging options for individuals, families and organizations. Founders Matt and Wendy Polstein created the resort in 1982 and as Katahdin Region residents and business owners, their dedication to local, natural resources, heritage and sustainability is reflected throughout the resort. Spanning three locations in western and northern Maine, NEOC boasts views of Mt. Katahdin and tailors experiences to suit adventure seekers, vacationing families, as well as wedding parties, businesses and organizations seeking the ideal spot for a reception, retreat or meeting. On the Web at: www.neoc.com.

###