

FOR IMMEDIATE RELEASE

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Chris Guibert promoted to the Outdoor Activities Lead at the Keweenaw Mountain Lodge

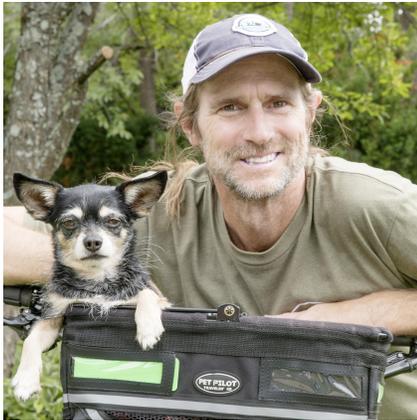
He will be leading the O.A.C. (Outdoor Activity Center) year round; the O.A.C. is the center of the mountain biking, golfing, hiking, cross country skiing, snowshoeing, and snow biking activities at the resort.

Copper Harbor, Michigan

The Keweenaw Mountain Lodge (KML) would like to officially announce the hiring of Chris Guibert full time. Chris has accepted the responsibility of being the Lead of Outdoor Activities at the resort, which involves overseeing mountain biking, golfing, hiking, skiing, snowshoeing, and snow biking activities.



Chris has been working with the Lodge part time in the O.A.C. (Outdoor Activity Center) since June 2020. Last summer he led the guided mountain bike rides and helped establish the new bike wash and work station infrastructure that is designed for mountain bikers. Now that he will be working full-time at the Lodge, he will be involved with fostering all the outdoor activities available at the historic wilderness resort.



Chris has worked in the outdoor industry for three decades. In his twenties he started a guide service; Arizona Off-Road Adventures in Tucson, Arizona that offered day and week-long tours across the state. During this time he also guided trips and taught at leadership training courses for the Adventure Cycling Organization, the world's largest nonprofit cycling organization. The pinnacle of his guiding career was leading the first tour down the Great Divide Mountain Biking Route in 1998. This

2,800 mile tour took 75 days and followed the Continental Divide from Canada to Mexico. Chris' experiences were regularly featured in national magazines and Tv shows including being a guest editor at *Bike Magazine* and being featured on the *Men's Journal* show two years in a row on ESPN 2. At age 31, he earned a degree in Professional Photography (AAS) from Colorado Mountain College and took a job as production manager at Digital Arts Aspen. Since 2004, Chris has worked as a freelance photographer, writer, bike guide, and social media marketer.

Working at the Lodge is another opportunity for Chris to continue his passion for outdoor activities. Along with mountain biking and hiking across the country, winter sports have always been part of his lifestyle. He has been snowboarding for over 35 years and has lived in ski towns across the west including Lake Tahoe, Aspen and Sandpoint. He has boarded at over 55 resorts and has taken numerous snowcat and backcountry trips including a week long heli trip in Alaska.

When the Lodge decided to open for the 2020-2021 winter season Chris was a driving force in getting the trails cleared, signed and mapped. "It was very exciting for me to be part of the first winter season at the Lodge in a decade. Every day was a learning experience. We purchased snow grooming equipment and have been teaching ourselves how to groom. We reopened 10k of cross country ski trails and it has been great seeing hundreds of people playing in the snow this season. It's immensely gratifying watching a family ski the trails having a great time laughing and smiling. I'm thankful for this opportunity to be part of the rebirth and expansion of the Lodge in it's pursuit to be a four season destination wilderness resort."

Chris and his wife Amy and their dog Gigi moved to the Keweenaw for the rich outdoor lifestyle in 2014. They own and operate a silent-sports adventure cabin called Da Beach Cabin on the shores of Lac La Belle. In the Keweenaw he has worked with Mount Bohemia, the Keweenaw Convention and Visitors Bureau, Rock Solid Trail Contracting, and the Keweenaw Adventure Company.



Advocacy has always been part of his life, and he has been involved since the early days of the International Mountain Bike Association (IMBA). "I believe that trails and public lands are a crucial part of the American way. As the world becomes more tech-centric, access to wild places will become even more important. Wilderness areas help with the harmony between the human race and all other living things. What we build and nurture now will enable future generations to escape the burdens of modern society. We need to connect with natural places to improve the balance in our lives." This philosophy led him to seek a position on the board of the Copper Harbor Trails Club, and recently elected as the vice president.

"I am excited about the future for the Keweenaw Mountain Lodge. Tourism and recreation are the driving economic forces in

Keweenaw County and the Lodge is strategically located on top of the Copper Harbor Trail System. The golf course has some of the most scenic views of any course in the state and people have played it for over eighty years. My respect for the environment, the community, and the history of the area runs deep. I want to help the Lodge grow it's Outdoor Activity Program with the intention for it to be known as an international destination for adventure travelers. I also want people to have a memorable experience on the golf course that they will look back upon for years to come. I am an open book, if you have any questions or concerns please just ask, I understand that people have a lot of choices when it comes to where to travel, so I want to make sure our guests have a vacation that they will remember for the rest of their lives." - Chris Guibert



For Immediate Release. Contact: Public Relations, pr@keweenawresort.com

About: The Keweenaw Mountain Lodge is a historic wilderness resort at the top of the Keweenaw, with log cabins, a lodge, restaurant, golf course and more. The resort has been a fixture in the Keweenaw since breaking ground on the project in 1934 as part of a WPA program, providing guests with the opportunity to enjoy a fun, joyous, and adventuresome experience among the pristine natural beauty of Michigan's Upper Peninsula. Guests can play a round of golf, ride the mountain biking trails, hike through the woods, and take a leisurely stroll to/from the cabins and the Lodge. At the end of the day, one can relax in the Lodge by enjoying quality food and drink.



Web Site: <https://keweenawmountainlodge.com>