



**FOR IMMEDIATE RELEASE:**

**Rescued Jersey Sledding Hill to Get Space-Age Sleds  
Mayor to Race Down in Celebration on December 11<sup>TH</sup>**

East Brunswick, NJ and Seattle, WA - December 3, 2003 - When Mayor William Neary of East Brunswick, NJ, convinced town officials to set aside \$1.1 million to protect a 4-acre sledding hill from development, he was unprepared for the blizzard of goodwill it created.

In addition to the cheers of residents, who had urged the Township Council to preserve the slope which, for 150 years, was a children's winter playground, visionary Seattle sled maker Captain Avalanche will donate the very first production models of its high-tech snow sleds to East Brunswick.

On hand to help with the presentation will be Edna Auer, 90, who sledded on the hill as a young girl and who recalls her parents sledding on it when they were children.

New Jersey resident, Joan Palicia, owner of the world's largest personal sled collection and author of the definitive *Flexible Flyer And Other Great Sleds* has called the Captain Avalanche, "the best sled ever built" and will be among the first sledders.

David Levy, President of Captain Avalanche Industries, said that this meeting of the past and future is perfect. "East Brunswick has spent as much in preserving what is acknowledged as one of the best municipal sledding hills in the country as we have in developing the first patented sled since the Flexible Flyer. I look forward to seeing Mayor Neary hop on a Captain Avalanche and take the ride of his life. We both hope kids will still be sledding here 150 years from now."

On December 11, 2003, with the help of a mountain of delivered snow, Mayor Neary and a few lucky East Brunswick students will be the first to try the futuristic sleds at the slope on Cranbury Road at 3:00 pm.

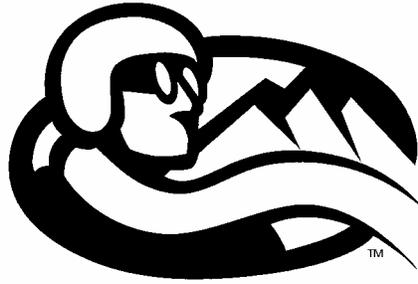
- On September 22, 2003 the East Brunswick Township Council voted unanimously to allocate \$1,125,000 for the purchase of a 4-acre parcel at 380 Cranbury Road.
- Although the property had been under private ownership for more than 300 years, including the renowned Bissett family, it was never developed and open to all.

- more -

**CAPTAIN AVALANCHE<sup>TM</sup>**  
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- The children in East Brunswick have called the knoll their favorite sledding hill since at least 1850, according to Edna Auer, 90, and town historian, Estelle Goldsmith.
- The site had been approved for construction of a 19,600-square-foot commercial building which would have ended use of the sledding hill.
- Joan Palicia, a resident of Wayne, NJ, has over 250 sleds in her unequalled private collection, and was one of the first to test early prototypes of the Captain Avalanche sled. She is a Board Member of the Pennsylvania Ski & Winter Sports Museum.
- Captain Avalanche Industries, a Seattle-based company, is launching the first runner sled to earn a significant patent since Samuel Allen's patent for the *Flexible Flyer* in 1889.
- The Captain Avalanche sled has been featured on CNN, in *Popular Science* and *OUTSIDE* magazines, and in the *Chicago Times*, *Detroit News* and *Miami Herald* newspapers.

Unlike previous sleds, the runners on the Captain Avalanche can bend their entire length, creating sharp, precise turns. The sled has been clocked at over 50 mph and has conquered Mammoth Mountain, CA; Mt. Hood, OR; Big Mountain, MT; and Mt. Baker, WA; as well as numerous peaks in the Austrian Alps.

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