

FOR RELEASE AT WILL

Dan Houde, Director of Marketing
Danforth Bay Camping & RV Resort
1251 Eaton Road, East Madison, NH 03849
(603) 367-8896 x215, Fax (603) 367-8664
marketing@purityspring.com www.danforthbay.com

Purity Spring and Danforth Bay Join Campaign to Protect Forests of New Hampshire

Freedom, New Hampshire – Trees across the country are being destroyed by invasive insects and diseases moved in firewood. Danforth Bay Camping & RV Resort, The Bluffs RV Resort and its parent company Purity Spring Resort, have joined forces with the national *DontMoveFirewood.org* campaign to protect the trees and forests of New England by encouraging citizens not to risk transporting invasive insects and diseases in firewood.

New infestations of tree-killing insects and diseases often are found in campgrounds and RV resorts, brought there by people unknowingly bringing invasive species with them in their firewood. Freedom's Danforth Bay and The Bluffs offer hundreds of campsites spread on over 300 forested acres near Danforth Bay of Ossipee Lake. The resorts are asking that guests leave their firewood at home, and buy wood close to where they will be burning it during their camping trips or RV adventures. The same rule applies to second homeowners who vacation in the mountains but live in the suburbs; burn firewood only where you buy it.

The collaborative campaign between Purity Spring's family of businesses and *DontMoveFirewood.org* is focused on educating its guests and area residents. "Our resorts are visited by thousands of guests each year who choose to vacation in this area because of its natural beauty," explains Dan Houde, Marketing Director for the resorts. "We have the unique opportunity to put the 'don't move firewood' message in front of thousands of campers and outdoor enthusiasts so that our forests, campgrounds, hiking and ski trails are protected for future generations. We also hope that other regional businesses and organizations will consider joining this nation-wide effort."

The greatest concern to New England right now is the Asian Longhorned Beetle (ALB). This beetle currently infests parts of New York, New Jersey and Massachusetts. The ALB prefers maple and birch, but can also infest elm, ash, aspen, poplar, willow and certain other hardwood trees.

Currently, the only effective means to eliminate ALB is to remove infested trees and destroy them by chipping or burning. In areas hard hit by the ALB such as Worcester,

Massachusetts, tens of thousands of trees have been destroyed and entire neighborhoods are becoming nearly treeless as eradication of the invasive insect is taking place.

The ALB, and other invasive insects transported in firewood, could destroy millions of acres of America's treasured woodlands, including national forests, such as the White Mountain National Forest. The ALB has the potential to damage industries in New England such as lumber, maple syrup, nursery, fall foliage, and tourism accumulating to over \$41 billion in losses according to the U.S. Department of Agriculture.

Purity Spring, and its group of family-based resorts, will begin the distribution of flyers, posters and mailings; as well as educational messages on its websites this summer. Due to the potential threat to the trees lining the trails of New England ski areas, Purity's King Pine Ski Area will also help in distributing educational flyers.

"The firewood education campaign that Purity Spring and its family of businesses has begun is an outstanding example of how anyone can protect both their business interests, and the environment that we all depend on." says Leigh Greenwood, Campaign Manager for Don't Move Firewood, Forest Health Program of The Nature Conservancy. "By partnering with *Don't Move Firewood.org* to urge visitors not to move firewood, Purity Spring is taking the lead in the prevention of the spread of tree-killing insects and diseases."

To get additional information or to learn more about ways to help, visit www.danforthbay.com or www.dontmovefirewood.com or call Dan Houde (603) 367-8896 x215.

Danforth Bay Camping & RV Resort is owned and operated by the Hoyt family of East Madison, New Hampshire. The family of businesses includes; Purity Spring Resort, a family-friendly lodging property - www.purityspring.com, Camp Tohkomeupog - a summer camp for boys - www.tohko.com, King Pine Ski Area - www.kingpine.com, and The Bluffs RV Resort, a seasonal RV resort designed for adults over 50 - www.nhrvresort.com.

###