



NEWS RELEASE

North Country Alliance Enhances Ride the Wilds Trail System with New Signage

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The Polaris Foundation donates \$100,000 to improve area trails

COLEBROOK, N.H.--(BUSINESS WIRE)-- To improve all-terrain vehicle (ATV) trails and encourage responsible riding practices, six local organizations with a collective membership of nearly 2,000 members have set out to install new signage throughout the Ride the Wilds™ trail system. Supported by a \$100,000 donation from the Polaris Foundation, one thousand new signs are slated for install in preparation for the upcoming 2019 ATV and off-highway vehicle (OHRV) season.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20190515005618/en/>

Supported by a \$100,000 donation from the Polaris Foundation, one thousand new signs are slated for install in preparation for the upcoming 2019 ATV and off-highway vehicle (OHRV) season. (Photo: Business Wire)

“A partnership with North Country’s Ride the Wilds trail system allows us to help promote a fun, safe and memorable experience for our riders,” said Lucy Clark Dougherty, president of the Polaris Foundation.

As an economic driver for Coos County New Hampshire, these trails provide much-needed tourism and recreation in the area. The funding is part of a larger effort to keep riders safe and ensure nearby communities and private properties are respected. Adding to the \$1.3 million investment collectively made by North Country Alliance members over the years, this new funding will help maintain this iconic, interconnected trail system.

“The success of the trail system has stimulated a tremendous influx of visitors to our communities. We are

encouraged by the support from our communities and are committed to fostering the sport by remaining diligent in responding to the desires of our neighbors and visitors,” said Corrine Rober, owner of Polaris Adventures Certified Outfitter, Bear Rock Adventures and marketing chair for North Country Chamber of Commerce. “Working with local clubs has been a great opportunity to address community-wide interests and this alliance has certainly risen to the occasion.”

The North Country Alliance is made up of six local organizations including Bear Rock Adventures, Great Northwoods Riders ATV Club, Metallak ATV Club, Millsfield ATV Club, The North Country Chamber of Commerce and Umbagog ATV Club.

Local communities can expect to see this new signage in the upcoming months. Communities benefitting from the new signage include Clarksville, N.H.; Colebrook, N.H.; Columbia, N.H.; Dixville Notch, N.H.; Errol, N.H.; Millsfield, N.H.; Pittsburg, N.H.; West Stewartstown, N.H.; Averill, Vt.; Beecher Falls, Vt.; Canaan, Vt. and Lemington Vt.

“We are excited to continue working on this initiative that will enhance the overall quality of the trails and positively impact the OHRV community and North Country residents alike,” said Jodi Gilbert, Executive Director of the North Country Chamber of Commerce.

For more information, visit www.chamberofthenorthcountry.com/ridingtowardchange.html.

About North Country Chamber of Commerce: The North Country Chamber of Commerce strives to serve its members by way of business advocacy, promotion of regional attractions and involvement in initiatives to foster economic growth. It promotes northern Coos County, New Hampshire and northeastern Essex County, Vermont. Visitor information and brochures about the area can be found in the State Rest Area and Community Interpretive Center three minutes north of the Chamber on Route 3. The visitor center is open from 8 a.m. to 8 p.m. seven days a week. www.chamberofthenorthcountry.com

About Polaris Industries Inc.: Polaris Industries Inc. (NYSE: PII) is a global powersports leader that has been fueling the passion of riders, workers and outdoor enthusiasts for more than 60 years. With annual 2018 sales of \$6.1 billion, Polaris’ innovative, high-quality product line-up includes the RANGER®, RZR® and Polaris GENERAL™ side-by-side off-road vehicles; Sportsman® all-terrain off-road vehicles; Indian Motorcycle® mid-size and heavyweight motorcycles; Slingshot® moto-roadsters; snowmobiles; and pontoon, deck and cruiser boats. Polaris enhances the riding experience with parts, garments and accessories, along with a growing aftermarket portfolio, including Transamerican Auto Parts. Polaris’ presence in adjacent markets globally includes military and commercial off-road vehicles, quadricycles, and electric vehicles. Proudly headquartered in Minnesota, Polaris serves more than 100 countries across the globe. Visit www.polaris.com for more information.

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