

For Immediate Release

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Challenging New Trail Run to Benefit the Kismet Rock Foundation

North Conway, NH: The first annual Kismet Cliff Run will be held on Sunday, September 20<sup>th</sup>, at 10:00 a.m., in Echo Lake State Park. The challenging, five-mile loop travels up and over Cathedral and Whitehorse Ledges before finishing at the shore of Echo Lake. The course features memorable uphills, technical downhills and fantastic scenery.

This race will benefit the Kismet Rock Foundation, a North Conway-based nonprofit. Kismet works to enhance the development of disadvantaged children through instruction in technical rock climbing. This comprehensive and multi-dimensional education develops potential, and prepares students to positively contribute to their communities and their culture throughout their lives.

The race will be followed by awards, a raffle featuring top-notch outdoor gear and other items, and great food.

For additional information, contact:

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