



## *Media Release*

*September 15, 2011*

*For Immediate Release*

The Piscataquis County Economic Development Council announces the receipt of an \$18,000 grant for the Moosehead Lake region to plan and design a multiuse snowmobile and ATV trail linking the Greenville Junction Trailhead and the Prong Pond Trailhead. The grant award to PCEDC is from the US Department of Agriculture through its Rural Business Enterprise Grant program.

“This represents a significant impetus to reconnect the snowmobile trail from Greenville to Kokadjo and access the Moosehead Lake Loop Trail. The new trail will also allow ATV’s to get to Kokadjo and except for a section in Seboomook, ATV’s will be able to access most of the area around Moosehead Lake” according to Dr. Kenneth B. Woodbury, Community Development Director of PCEDC.

The grant also provides for business oriented workshops developed by the Moosehead Lake Region Chamber of Commerce and the PCEDC. These workshops are designed to teach businesses how best to attract and retain ATV and snowmobile customers.

The Moosehead Lake region has been developing improved strategies to promote the area as a year-round tourist attraction. Off-road motorized recreation has become an increasingly important attraction for the Great North Woods and Greenville as its gateway.

The grant will fund local snowmobile and ATV experts to scout and design the best-fit trail that has land-owner cooperation and permission. The Moosehead ATV Riders, under the leadership of President Ken Snowdon, and the Moosehead Riders Snowmobile Club under the guidance of President Tom McCormick, will jointly be taking the lead in designing a feasible trail connecting Greenville to the Kokadjo trail system. The Maine Department of Conservation will assist the local clubs.

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The grant is under the supervision of the Piscataquis County Economic Development Council. Janet Sawyer, Business Development Director of PCEDC, and Bob Hamer, Executive Director of the Moosehead Lake Region Chamber of Commerce, will lead development of the business forums. Dr. Ken Woodbury, Community Development Director of PCEDC, will provide overall coordination.

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