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For Immediate Release

Adirondack Mountain Club Announces Sale of Cascade Welcome Center to Noonmark Holdings

Lake Placid, N.Y. (June 30, 2026) — The Adirondack Mountain Club (ADK) is pleased to announce the sale of the Cascade Welcome Center to Noonmark Holdings, marking an exciting new chapter for one of the Adirondack region's most beloved outdoor recreation centers.

The sale represents a positive step forward for the future of the property, ensuring that the Cascade Welcome Center remains an important gateway to outdoor recreation while creating new opportunities for investment, growth, and community engagement.

Noonmark Holdings owner Brian Pollock plans to focus first on preparing the facility for the upcoming winter season, with the goal of reopening the center to the public this winter. Looking ahead, Brian intends to thoughtfully reimagine the property while preserving the character and legacy that made the Cascade Ski Center a cherished destination for more than 40 years.

The new ownership is committed to maintaining public access to the property's historic and iconic ski trail network and ensuring that the spirit of the Cascade Ski Center continues for generations to come. Plans also include bringing back a restaurant/pub, and retail shop that has long served visitors and residents alike.

"While it is never easy to say goodbye to a property that has meant so much to ADK and the broader community; we are incredibly excited about what comes next," said Cortney Koenig Worrall, Executive Director of the Adirondack Mountain Club.

"Brian shares our appreciation for the history and significance of this place. His commitment to public access, outdoor recreation, and preserving the spirit of Cascade gives us great confidence that the property is in good hands. We look forward to working closely with him to ensure a smooth transition and a bright future for this iconic destination."

ADK and Noonmark Holdings will work together throughout the transition process to ensure continuity and help prepare the center for a successful reopening.



For decades, Cascade’s facilities and trail network have provided residents and visitors with opportunities to experience the Adirondacks through cross-country skiing, hiking, recreation, education, and community gathering.

ADK looks forward to future partnership opportunities with Noonmark, including collaborations through its education, training, workshops, and outings programs.

Additional details regarding reopening plans and future developments will be shared as they become available.

About the Adirondack Mountain Club

Founded in 1922, the Adirondack Mountain Club (ADK) protects New York’s wild lands and waters while promoting responsible outdoor recreation through education, advocacy, stewardship, and recreation. Based in the heart of the Adirondack Park, ADK leads the state in outdoor education, trail building, conservation, and stewardship. Through its 25 chapters and a network of members, donors, and volunteers, ADK connects communities across New York and inspires people to explore the outdoors ethically. Learn more at ADK.org.