



Press Contact  
Kathryn Archambault  
Nike Communications  
646.654.3421

[karchambault@nikecomm.com](mailto:karchambault@nikecomm.com)

### **MOHONK MOUNTAIN HOUSE LAUNCHES HIDDEN HISTORIES**

*New augmented reality app immerses guests in the resort's 150-year history*

**NEW PALTZ, NY** – Mohonk Mountain House, the historic mountain resort in New York's Hudson Valley, has launched an augmented reality (AR) mobile app to celebrate its 150<sup>th</sup> anniversary in 2019. Named **Hidden Histories**, the app utilizes state-of-the-art immersive technologies so that guests can access and learn about Mohonk's rich history on their smartphones or tablets.

Hidden Histories gamifies Mohonk's history, turning it into a treasure hunt for 12 pieces of artwork throughout the resort that guests can view through the app's virtual gallery. By tapping on the artwork's image in the virtual gallery, a specific hint to the artwork's location is revealed along with a piece of trivia about the art. When guests find the artwork, the app instructs them to tap the camera icon and center the artwork on their screen to unlock the AR effect and **Mohonk Stories**: videos of Smiley Family members, longtime staff, and loyal guests sharing their personal thoughts and deep-rooted connections to the resort. Guests who locate each of the images and unlock all 12 hidden videos are eligible to enter a sweepstakes to win a complimentary two-night stay for two adults at Mohonk.

"Throughout our 150 years of operation, Mohonk Mountain House has welcomed five U.S. presidents and countless world leaders, hosted conferences that were the genesis of the United Nations, and preserved thousands of acres of land in New York's Hudson Valley," said President Eric Gullickson. CEO Tom Smiley added, "As an historic resort, we're incredibly mindful of how we use technology. Hidden Histories uses the latest technology in a thoughtful way that encourages guests to engage with our history, fueling conversation among family and friends."

Hidden Histories is the latest of several initiatives Mohonk is offering in celebration of its 150<sup>th</sup> anniversary. Throughout 2019, Mohonk will host **Anniversary Celebration Weekends**, during which guests can interact closely with the Smiley Family through special activities and programming. Mohonk also launched a new ice cream flavor called **Mohonk Mountain Crunch** in 2019 in collaboration with Hudson Valley creamery **Jane's Ice Cream**. Featuring a vanilla base, chocolate-covered pretzels, dark chocolate fudge and a salted caramel swirl, the new flavor is available to try at the Main Dining Room, the Granary and the Mohonk Gift Shop.

## **About Mohonk Mountain House**

Mohonk Mountain House is a National Historic Landmark resort and Historic Hotel of America located in New York's Hudson Valley, just 90 miles north of New York City. Owned and operated by the Smiley Family since its founding in 1869, the resort has been a sought-after destination for generations. A champion of the environment and the Hudson Valley community, Mohonk Mountain House maintains over 85 miles of trails for hiking, biking, snowshoeing and cross-country skiing, and offers earth-friendly activities and programs that preserve the land and educate guests about the surrounding environment. For 150 years Mohonk Mountain House has provided guests with recreation and renewal of body, mind, and spirit in a beautiful natural setting. The Victorian Castle resort is honored on *Condé Nast Traveler's* Gold List and *Travel + Leisure's* 2015 World's Best Awards highlighted the historic property as a Top 100 Hotel in the World, Best U.S. Resort and Best for Family Travel. The 30,000-square-foot Spa wing at Mohonk Mountain House features 16 treatment rooms, a solarium, an outdoor heated mineral pool, an indoor heated pool, comprehensive fitness center, and yoga/motion studio. The eco-friendly Spa, recognized as the Number One Resort Spa in the U.S. in *Condé Nast Traveler's* Readers' Choice Awards, is heated and cooled by a geo-thermal system and features a "green roof." A wealth of recreation includes a spectacular Skating Pavilion, rock climbing, a nine-hole golf course, tennis courts, and stables for horseback riding and horse-drawn carriage rides. The glacial- formed Lake Mohonk is ideal for boating, fishing, and swimming. The grounds feature exquisite gardens, an historic Barn Museum, and over 120 handcrafted summerhouses to take in the scenery. The Mohonk Kids' Club is lauded by *Travel + Leisure* as one of the Best Hotel Kids' Programs nationally and Mohonk has been recognized by *USA Today* as one of the Ten Best Family Resorts. Over 40 theme programs are presented annually, including culinary classes, gardening workshops, music festivals, mindfulness meditation, and nature programs. Overnight rates at Mohonk Mountain House include charming accommodations, three meals, Afternoon Tea and Cookies, and most resort activities. For additional information, please call 855.274.4020 or visit [Mohonk.com](http://Mohonk.com). Become a Facebook fan at [Facebook.com/mohonk](https://www.facebook.com/mohonk).

###