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**MOHONK MOUNTAIN HOUSE NAMES
THE FISKE GROUP AS PUBLIC RELATIONS AGENCY OF RECORD**

NEW PALTZ, NY (March 30, 2023) – Mohonk Mountain House, the Hudson Valley’s most iconic resort, announced the selection of The Fiske Group to lead the resort’s public relations efforts as of April 1, 2023. The Fiske Group is based in Austin, Texas and is a full-service public relations firm specializing in results-driven campaigns for its portfolio of clients in the luxury hospitality and wellness space. This partnership comes after The Fiske Group was hired last summer to position the historic hotel as leaders within the wellness space, which to date has resulted in coverage that includes *Condé Nast Traveler*, *CBS News*, *Yolo Journal* and *Luxury Magazine*.

The origin of Mohonk Mountain House dates back to 1869 when Albert Smiley purchased a 10-room lakeside inn in upstate New York. The resort was created to provide guests with opportunities for recreation and renewal of body, mind, and spirit in a beautiful natural setting. As Mohonk’s offerings continue to expand, The Fiske Group will lead the media relations efforts in support of its continuous growth, including the recent expansion and improvement of the resort’s 30,000-square foot Spa.

“The Fiske Group is the perfect match to represent Mohonk Mountain House as we continue to share our remarkable story of a family owned and operated historic landmark that has served generations of guests. The importance of alignment with the right ‘voice’ for our independent resort is essential, and we are delighted with our partnership,” comments Barbara Stirewalt, General Manager.

The collaboration between Mohonk Mountain House and The Fiske Group comes as a sweet reunion to agency owner, Darlene Fiske, who represented the resort’s media efforts for ten years from 2005-2015. The two were again united in the summer of 2022 when The Fiske Group acquired The Spa at Mohonk Mountain House as a client to promote the Spa’s renovation and addition of the new Lakeview Summerhouse.

“We are thrilled to be reunited with one of our favorite destinations on Earth. The Smiley Family has created something magical on their mountaintop and we are so humbled and honored to have been selected to help tell their story to the world,” says Darlene Fiske, founder

of the award-winning PR agency which opened its doors on January 1, 2015. Working alongside Fiske is Account Executive Lindsay Herr, who has a background in brand partnerships, experiential content production and media relations.

The Fiske Group's clients have been known to spark wanderlust and include La Cantera Resort & Spa, Lake Austin Spa Resort, The Beach Club at Charleston Harbor Resort & Marina and The House of Pietro Simone in New York.

All media inquiries for Mohonk Mountain House should be directed to info@thefiskegroup.com. To learn more about The Fiske Group, visit thefiskegroup.com.

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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 1869, the resort has been a sought-after destination for generations. Throughout Mohonk's storied history, it has been recognized by publications including Condé Nast Traveler (Gold List and Readers' Choice Awards), Travel + Leisure (World's Best Awards), and USA Today's 10Best (Best Historic Hotel, Best Family Resort). A champion of the environment and the Hudson Valley community, Mohonk 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. Mohonk also offers exquisite gardens, a nine-hole golf course, tennis courts, an ice-skating pavilion, horseback riding and horse-drawn carriage rides, and a glacial-formed lake that is ideal for boating, fishing, and swimming. The award-winning spa features a menu of nature-inspired treatments, a geothermal heating and cooling system, an outdoor heated mineral pool, an indoor heated pool, a comprehensive fitness center, and yoga/motion studio.

Overnight rates at Mohonk Mountain House include historic accommodations, three meals, afternoon tea and cookies, and many resort activities. For additional information, please call 855.274.4020 or visit Mohonk.com. Connect with Mohonk: Facebook.com/Mohonk or Instagram [@MohonkMountainHouse](https://Instagram.com/MohonkMountainHouse).