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Rock Snowpark rebrands back to its original name

Milwaukee ski area transitions back to a reimagined Crystal Ridge brand

FRANKLIN, Wisconsin (August 14, 2024) - Rock Snowpark announced that the ski area will return to its roots and once again be known as **Crystal Ridge**. First opened in 1987 by John Kaishian, current ownership felt it was time for a refresh and rebrand that better represents what they offer. A new Crystal Ridge logo and website were also released. The new name goes into effect immediately with updated branding, signage, and merchandise for the 24/25 winter ski season.

The ski area was named "Rock Snowpark" when new ownership took over from Kaishian in 2012. Changes and improvements were made not only to the ski area but to the entire complex as the developer began to build The Rock Sports Complex - a multi-use sports and entertainment complex. In 2017, Little Switzerland co-owners Rick and Mike Schmitz took over Rock Snowpark ski hill operations from The Complex. With two prior successful ski hill operations (Little Switzerland in Slinger, and Nordic Mountain in Wild Rose) the brothers began extensive snowmaking, lift, and equipment upgrades.

The Crystal Ridge team and ownership are passionate skiers and snowboarders who aim to introduce the sport to as many people as they can each winter. This business embraces its local community while offering a family-friendly environment to get on snow on skis, snowboards, or tubes. The reimagined Crystal Ridge brand better aligns with these goals.

General Manager, Riley May, grew up skiing around Wisconsin and often visited The Rock Snowpark during his time in college. *"We are thrilled to bring back the Crystal Ridge name. I think what Kaishian built here in Franklin and Milwaukee County is something this community should be proud of. We want to honor that name as well as give it some new life. Crystal Ridge captures that 'ski-hill-feel' better than the previous name. It also allows us to have one cohesive name and branding for both winter and summer business (wedding & events)."*

Crystal Ridge will continue to invest in snowmaking infrastructure, lodge improvements, and grooming equipment to offer its loyal pass holders and new customers the best experience possible. Located just 15 minutes from downtown Milwaukee, this urban ski hill attracts thousands of visitors each winter for skiing, snowboarding, and snow tubing. Crystal Ridge gives a local, Midwest, vibe that is convenient and close to home for kids, families, and winter sports enthusiasts alike. Being under the same ownership as Little Switzerland and Nordic Mountain allows customers to explore skiing at two other great Midwest hills. Crystal Ridge ski area offers one double chair lift, a high-speed rope tow, two beginner conveyors, a handle tow, and a 19-lane snow tubing park. Learn more about Crystal Ridge and its name change at www.crystalridge.com

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