

ALTA EARTH DAY

APRIL 20, 2019

CELEBRATING
EARTH DAY
EVERYDAY.



BUILDING AWARENESS &
APPRECIATION FOR THE
PLACE WE CALL ALTA

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Alta Earth Day Celebration - Saturday April 20, 2019

Join Alta Ski Area for their 10th annual Alta Earth Day celebration Saturday, April 20th. Honor all the natural resources, beautiful landscapes, and the active, caring community that Alta offers along with the phenomenal 2018-19 winter season, so far 500+ inches.

Alta Earth Day is a free event honoring the community's vision to build awareness and appreciation for the place we call Alta. The day's celebration includes a well-rounded introductory offering to environmentally conscious vendors and organizations, ski and snowboard recycling with Utah Recycling Alliance, a Fix-it Bike Clinic with Salt Lake Bicycle Collective, and other activities. Throughout the day there will be opportunities for people to get in touch with their 'wild' side with a naturalist snowshoe tour, Tour with a Ranger, Arborist ski around and Alta birding tour followed with an après ski celebration at Our Lady of the Snows at 4:30 pm. Enjoy live music, food and beverages and an opportunity drawing to support the sustainability efforts of the Alta community. "This event speaks Alta, a fun casual gathering by Alta patrons to celebrate all that Alta provides by way of its natural environment, skiing, and community mountain experience. It's my favorite day of the season next to powder days" Alta resident Maura Olivos.

The Alta community is pleased to host eco-minded vendors with on the snow demos and displays at Wildcat Base the day of the event from 9 am to 4 pm. Featured vendors include Coatree Organics, Momentum Recycling, Peterson Equipment – PistenBully, Utah Recycling Alliance, Norwex, Xistential Love, Oligie, Meier Skis, and more. This event wouldn't be possible without the additional support from our

sponsors: [Natural History Museum of Utah](#), [Porcupine Pub & Grill](#), [REI Salt Lake City](#), [DPS Skis](#) and [Arc'Teryx](#).

Interested environmentally committed vendors and organizations seeking to be a part of this event may contact the Alta Environmental Center at environment@alta.com. For event details visit the [Alta Earth Day webpage](#). This event is a collaborative effort by organizations and members of the Alta community – [Alta Community Enrichment](#), [Alta Ski Area](#), [Alta Environmental Center](#), [Cottonwood Canyons Foundation](#), [Friends of Alta](#), [Tracy Aviary](#), [TreeUtah](#) and the [Town of Alta](#). Share the event: [#AltaEarthDay](#), [Webpage](#), [Facebook](#), [Instagram](#)

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Since 1938, this marks Alta Ski Area's 81st winter in operation. Originally a mining town, Alta was the first ski area in Utah to install a lift. Alta is a skiers-only mountain with majestic scenery, diverse terrain and a renowned snowfall average of 545". There is a spirit to Alta we call #AltaMagic.

Come for the skiing. Stay for the skiing.

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