



# newsletter

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## Alta and Snowbird Pleased to be Ski Areas Honored by National Ski Area Association's Golden Eagle Awards for Environmental Excellence

Palm Springs, CA - May 01, 2013. The National Ski Area Association (NSAA) awarded the Golden Eagle Award for medium size ski areas (200,000- 500,000 visits) to Utah's four Salt Lake County resorts (Alta, Snowbird, Brighton & Solitude), under the umbrella of the visionary [Cottonwood Canyons Foundation](#) (CCF). Established in 1993, the Golden Eagle Awards are the highest honors bestowed on resorts for environmental performance.



"We are honored for this recognition of the great work of the CCF," said Bob Bonar, who is President of Snowbird and started the CCF along with the three other cottonwood resorts. "Hundreds of thousands of dollars has been raised by this program, which supports environmental stewardship and education."

Since 2002, an unprecedented partnership among the four Big and Little Cottonwood canyon resorts, Salt Lake City and the U.S. Forest Service has demonstrated the power of collaboration between businesses, government and the public via CCF. Alta Ski Area's General Manager and President Onno Wieringa, who also serves as Director of the Alta Environmental Center, states "It has been extremely rewarding to be a part of the collaborative efforts and dialogue for not only our ski area, but also for the protection and education relative to the careful and sustainable use of our collective sensitive watershed areas."

NSAA is the trade association founded in 1962 for ski area owners and operators in the United States. The announcement was made at the annual convention today at the Westin Mission Hills Resort and Spa. For more information, please contact: Emily Moench, Communications Manager, Snowbird Ski and Summer Resort, [emoench@snowbird.com](mailto:emoench@snowbird.com), (801) 891-3496 or Connie Marshall, Director of Marketing and Public Relations, Alta Ski Area, [connie@alta.com](mailto:connie@alta.com), (801) 799-2263

## Spring Green into Your Summer

The daylight hours are slowly progressing, the sun's angle is hitting a little more directly and you can actually feel the heat on your skin. Snow is gradually melting and thoughts of spring and summer activities are creeping into our brains. The thought of skiing everyday may be hard to let go for some, but for others spring activities have been on the back burner for a while now. Spring and summer mean biking, hiking, boating, gardening, swimming to many, but before you go out and buy yourself some panniers to take the bike tour that you've always wanted to do, a new backpack for day hikes or even a gift for those summer birthdays, I want to draw



everyone's attention to a different option for your stowing needs. Green Guru is based out of Boulder, Colorado and makes a variety of products from messenger bags, backpacks, panniers, and some various accessories. Green Guru uses materials from recycled bike tubes, climbing ropes, wetsuits, and PETE plastic bottles. This company makes everything in Boulder and has numerous recycle drop-off locations throughout the country to turn your old tire tubes into a beautiful piece of functional art. In their words, "Today, we affect real change by reducing landfill waste, creating local jobs, and of course building some of the coolest products on the planet. We do all of this for our friends who follow a greener path keeping our favorite environments clean and open." Check out their website at [www.greenguru.com](http://www.greenguru.com)

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# ALTA

## SUMMER STEWARDSHIP EVENTS

### JULY:

9-13: ALTA RESTORATION  
PROJECT DAYS

9 (1PM) & 16 (5:30PM):  
INVASIVE WEED REMOVAL

20: ALTA SKI AREA  
CLEANUP

27: WILDFLOWER FESTIVAL

### AUGUST:

6 & 20 (5:30PM):  
INVASIVE WEED REMOVAL

### SEPTEMBER:

7: ALTA SKI AREA  
SEEDLING PLANTING

10 (2PM):  
"STEWARDSHIP SOCIAL"  
INVASIVE WEED REMOVAL  
FOLLOWED BY POTLUCK

13 (9:30AM): MEMORIAL TREE  
& SEEDLING PLANTING

ALL MEETING LOCATIONS ARE AT THE ALBION BASE PICNIC TABLES OUTSIDE THE ALBION GRILL.  
\*TO REGISTER OR FOR MORE INFORMATION EMAIL: [VOLUNTEER@COTTONWOODCANYONS.ORG](mailto:VOLUNTEER@COTTONWOODCANYONS.ORG) OR CALL  
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