

FOR IMMEDIATE RELEASE

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Alta Testing Preferred Parking for Carpoolers

Alta, UT – February 10, 2016: In partnership with the [Alta Environmental Center](#) the University of Utah's [Environmental and Sustainability Studies](#) Internship Program will be testing a preferred carpool parking strategy in the Wildcat Base parking lot at Alta Ski Area. Private vehicles with 2 or 3 and more passengers (driver included), on the day of the study, will receive preferential parking closer to the lifts and the lodge. An optional survey will be given to the public regarding their experience with this new parking strategy. This study will provide Alta Ski Area with a better understanding of its guests' habits, allowing the ski area to determine future parking needs that are both convenient and support environmental friendly initiatives.

This parking test and surveys for this study will take place on the following dates:

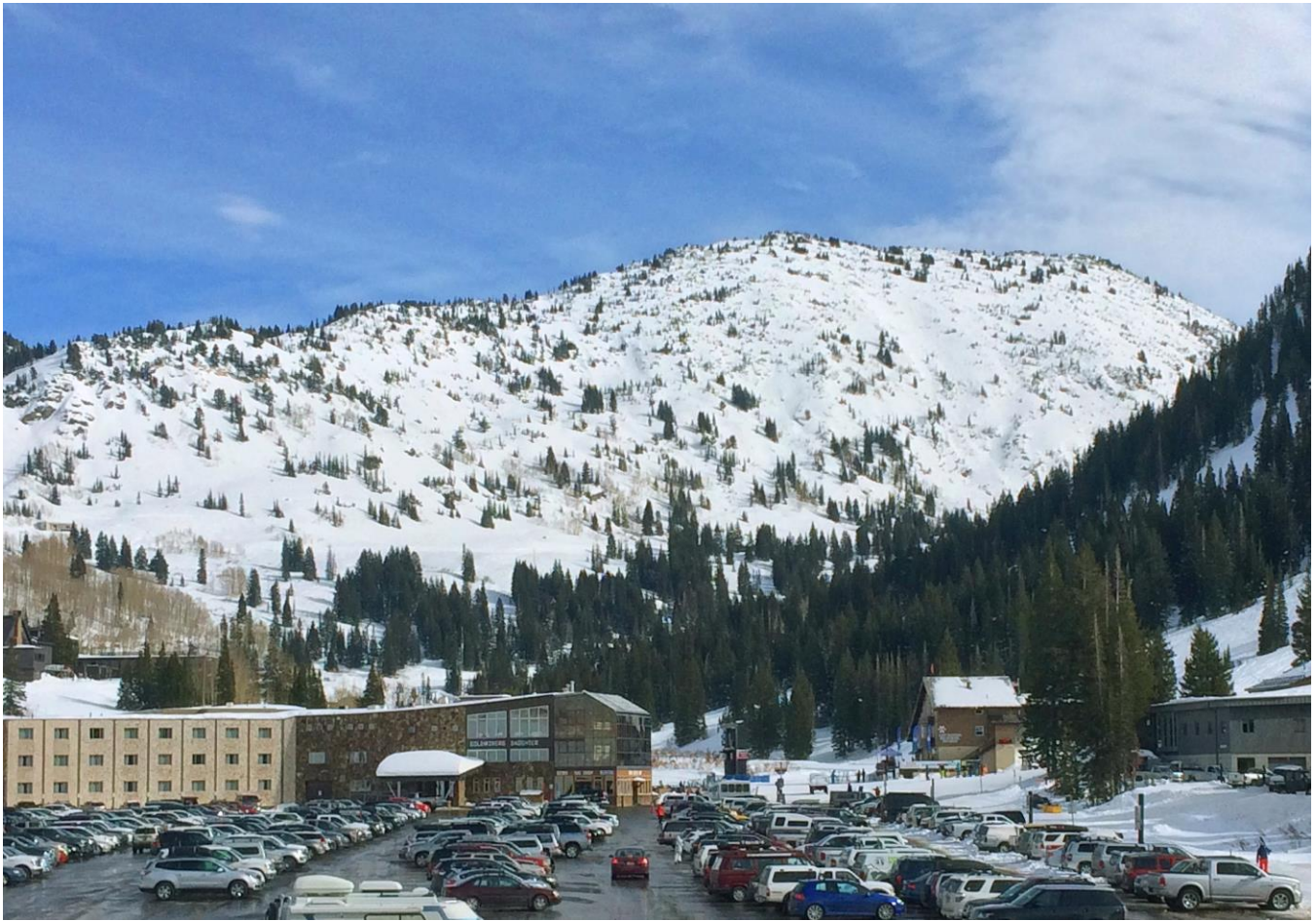
February 17th, 19th, and 20th (W/F/S)

March 2nd, 4th, and 5th (W/F/S)

March 9th, 11th, and 12th (W/F/S)

For more information, please contact the Alta Environmental Center at environment@alta.com.





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