

FOR IMMEDIATE RELEASE



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2ND ANNUAL SKIING & TREES SYMPOSIUM
Learn About Utah's New State Tree, Aspen

Alta, Utah – November 18, 2014: Quaking Aspen trees have become iconic subjects in photographs and artwork depicting the American west, so it comes as no surprise that on March 26, 2014 it was designated as Utah's new state tree. Combine Aspen with the Greatest Snow on Earth® you get [Skiing & Trees](#).

[TreeUtah](#), a statewide 501(c)(3) non-profit since 1989, is partnering with Alta Ski Area to present the 2nd annual *Skiing & Trees* symposium. This year's topic will be Aspen— their current state throughout Utah, as well as the recreational benefits they supply, and potential recreational impacts on this tree. Join us for an early morning of pre-public skiing, breakfast, and a lively discussion with leading experts in academia, government, and the private sector.

"This is an exciting event that brings the skiing community and local experts together to discuss the future of trees, how it will impact our businesses and the places we all love" says Amy Collins, TreeUtah Executive Director. In support of TreeUtah, forest health, environmental awareness, and your general well-being through outdoor recreation, Alta Ski Area and TreeUtah welcomes all to join this event.

What: Skiing & Trees

When: Friday, December 5, 2014 | 8am – 11am

Where: Albion Grill, Alta Ski Area, Alta, UT

How: www.treeutah.org/skiing-trees

Who: www.facebook.com/events/848905751809633

TreeUtah's mission is to improve Utah's quality of life for present and future generations by enhancing the environment through tree planting, stewardship, and education. This aligns with the ski area's Alta Environmental Center's mission for sustainability – to protect and improve the well-being of Alta's environment, ski industry and community. Together these partners have planted over 10,000 trees in the last 5 years throughout Alta's privately-owned and Forest Service permitted lands. "It is our duty to ensure Alta addresses the challenges of maintaining a healthy national forest for our skiers, wildlife, and protected watershed," notes Alta's Sustainability Coordinator, Maura Olivos. "We invite people from all industries to come, ski, and learn more about the true value and interdependence of recreation and the natural environment."

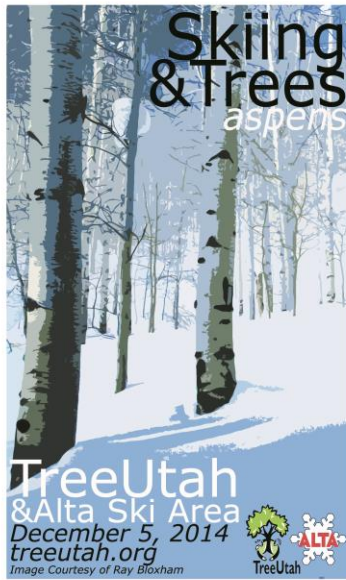


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