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The Snowpine Lodge at Alta to Support the National Forest Foundation's Ski Conservation Fund

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The <u>Snowpine Lodge</u> has partnered with the <u>National Forest Foundation's</u>

<u>Conservation Campaign</u> to support projects on the Uinta-Wasatch-Cache

National Forest. Snowpine's General Manager, David Pratt, announces "A \$1 per room night donation will be added to the guest bill at the lodge to support this important conservation work. We are thrilled to share this opportunity with skiers who truly want to support an area they care about."

60% of all U.S. ski areas are on National Forests, and more people visit National Forests to go skiing than to camp, fish, or picnic. The National Forest Foundation (NFF) Ski Conservation Fund provides an opportunity for skiers to stay, play, and

make a difference- whether improving wildlife habitat, securing riverbanks, planting native seeds, or fixing trails. .

How it works: Ski-related businesses collect guest contributions and forward funds to the NFF. For every \$10 collected, NFF matches that with another \$5. To increase the conservation benefit even further, contributions from all businesses on the same National Forest are pooled for greater impact. Funds from Snowpine will be invested in the NFF's Treasured Landscape site on the Uinta-Wasatch-Cache National Forest to improve watershed health, recreational opportunities, and wildlife habitat.

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