



Alta is a skier's mountain - snowboarding is not allowed.

Contact: Connie Marshall  
Director of Marketing & Public Relations  
Alta Ski Area  
(801) 799-2263 or (801) 359-1078  
[connie@alta.com](mailto:connie@alta.com)

Tyler Jackson  
Public Relations Assistant  
Alta Ski Area  
(801) 799-2276  
[tylerj@alta.com](mailto:tylerj@alta.com)

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### **Alta Launches the Alta Environmental Center**

November 2008. Alta UT. Alta Ski Area announces the founding of the Alta Environmental Center (Alta EnCe). The organization's mission is:

To protect and improve the environmental health of Alta.

Mike Lewis, Director of the Alta EnCe, says, "The environmental center is created to consolidate and re-focus Alta Ski Area's environmental efforts. We are particularly concerned with the health of our air, water, and vegetation because these are the key components of our ecosystem."

The Alta Environmental Center is committed to creating a sustainable ski area operation and discovering new ways to learn and educate others about what needs to be done to protect and improve the area's environmental health. For years Alta has worked towards reducing its carbon footprint by building energy efficient buildings, implementing an extensive

recycling program, installing a state-of-the-art UV water purifier, and participating in Rocky Mountain Power's Blue Sky Energy program.

Onno Wieringa, Alta Ski Area's general manager, states, "We have picked the low-hanging fruit and we are committed to discovering innovative new ways to be sustainable and improve our environment."

In addition to its focus on sustainability, the Alta Environmental Center supports environmental research and education. The EnCe's first research task is to collect and catalog all the environmental efforts that have occurred in Alta. Lewis remarks, "There are many local organizations, including private businesses, non-profits, and individuals that are engaged in some sort of environmental effort. Our goal is to determine what has been done, what is being done, and then what needs to be done." With this information the Alta EnCe hopes to pool the communities' resources in order to determine how Alta can sustainably grow into the future.

To learn more about the Alta Environmental Center, visit [AltaEnCe.com](http://AltaEnCe.com).

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