FOR IMMEDIATE RELEASE

Contacts:

Connie Marshall
Director of Marketing & Public Relations
Alta Ski Area
801.799.2263
connie@alta.com

Maura Olivos Sustainability Coordinator & Ecologist <u>Alta Environmental Center</u>, Alta Ski Area 801.832.1700 molivos@alta.com





Alta Earth Day – April 17, 2015

Alta, UT – April 3, 2014: Join Alta's 6th annual Alta Earth Day – *building awareness and appreciation for the place we call Alta*. This event is a collaborative effort by organizations and members of the Alta community – <u>Alta Community Enrichment</u>, <u>Alta Ski Area</u> - <u>Alta Environmental Center</u>, <u>Cottonwood Canyons Foundation</u>, <u>Friends of Alta</u>, and <u>Town of Alta</u>.

Alta Earth Day is a free event commemorating April 22nd with *Earth Day Every day*. The day will feature: Eco Geared Ski Vendors & Non-Profits, Naturalist Snowshoe Tours, Ski with a Ranger Tours, Alta Birding Tours, Ski Gear Recycling Drop-Off, and après Earth Day community gathering featuring the environmental film *Disruption* and a vendor raffle.

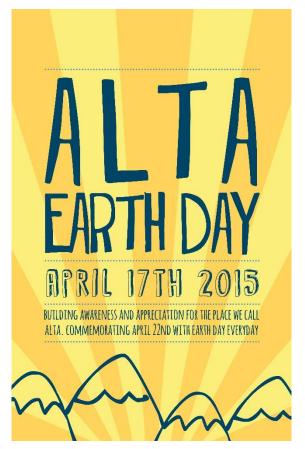
The Alta community is pleased to host the eco-geared vendors on the snow with demos and displays at Wildcat Base the day of the event from 9am to 4:30pm. Featured vendors include the <u>Alta Ski Shop</u>, <u>DPS Skis</u>, <u>RAMP</u>, <u>2nd Tracks</u>, <u>4FRNT</u>, <u>Auric Solar</u>, <u>Citizen's Climate Lobby</u>, <u>Panda Poles</u>, and <u>The Alta Bar</u>.

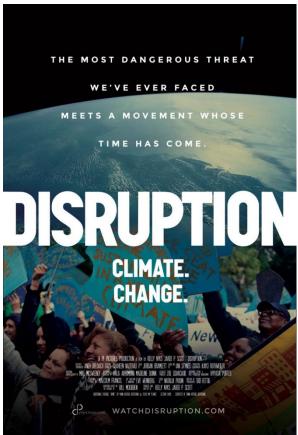
This event wouldn't be possible without the additional support from our sponsors: <u>Alta Lodge</u>, <u>Tracy Aviary</u>, <u>Watson Shelter</u>, <u>Trader Joe's</u>, <u>Shallow Shaft</u>, <u>Alta Sports</u>, and the <u>Snow Sports Recycling Program</u>.

For event details visit the Alta Earth Day webpage: www.altaence.com/earth-day.php

Get updates on the Facebook event page: www.facebook.com/events/793484524072785/

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2015 Alta Earth Day Poster Design by Colleen Shea.

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