



For Immediate Release: April 9th, 2024  
Media Contact: Andria Huskinson | 801.641.0232 | [andriah@alta.com](mailto:andriah@alta.com)

**Alta Earth Day 2024: Celebrating Sustainability and Community in Alta**



Alta Ski Area is excited to announce its 15th annual **Alta Earth Day** which will take place on Saturday, April 13th and is free to all. The event's basecamp, located at the Collins base area, will host diverse local organizations focused on sustainability and community initiatives. This event encourages environmental stewardship, responsible recreation and awareness of the relationship between climate change and the future of the ski industry in Little Cottonwood Canyon and beyond.

Alta Earth Day offers a unique opportunity to explore the area's ecological wonders while engaging in meaningful conversations with like-minded individuals and organizations. Participants can join one of the free On the Snow Tours. These tours include activities such as Birding on Skis or Nest Box Checks with **Tracy Aviary**, Trees and Skis hosted by **TreeUtah**, Snowshoe with a Naturalist or Ski with a Ranger alongside **Cottonwood Canyons Foundation**. Alta Earth Day aims to advocate for responsible recreation practices and protect the land we enjoy year-round.

Participants can demo skis from DPS and WNDR Alpine. Looking for a leg up on spring cleaning? Bring your old ski gear and the Utah Recycling Alliance will keep your skis out of the landfill by properly recycling the materials.

Be sure to get tickets for the opportunity drawing which offers a chance to take home new skis, outdoor gear, climbing gym passes and more. As the day comes to a close, you can unwind and enjoy live music on the Goldminer's Daughter patio from 3:30–5:30pm.

**Alta Earth Day 2024** promises to inspire and educate people about environmental sustainability. This event will bring together individuals and organizations with a shared commitment to protecting and preserving the environment we recreate in. Join us on April 13th to celebrate our connection to Alta and learn how we can work together to protect it for future generations. We can't wait to see you at Alta Earth Day!

More information can be found [here](#).

###

*Since 1938, this marks Alta Ski Area's 86th winter in operation. Originally a mining town, Alta was the first ski area in Utah to install a lift. Alta is a skiers-only mountain with majestic scenery, diverse terrain and a renowned snowfall average of 546". There is a spirit to Alta we call #AltaMagic. Come for the skiing. Stay for the skiing.*

PRESS RELEASE ARCHIVES