



For Immediate Release: April 9, 2025

Media Contact:

Lexi Dowdall | Alta Ski Area Communications Manager | 801.891.8769 | lexi@alta.com

Event Contact:

Jennifer Melton | Alta Environmental Center Director | 801.832.1700 | jenm@alta.com

Event Information:

www.alta.com/events/alta-earth-day



16th Annual Alta Earth Day - Saturday, April 12, 2025

A Celebration of Sustainability & Community at Alta Ski Area

Alta Ski Area will host the 16th annual Alta Earth Day celebration at the Wildcat base area on Saturday, April 12, 2025. This free event connects skiers to important community issues, volunteer opportunities and locally-based vendors. Alta Earth Day empowers and informs skiers on how to make more sustainable choices while building awareness around protecting our mountain habitats and fostering an appreciation for the landscape we love.

Amid a fun and casual atmosphere, skiers can meet, mingle and support a diverse collective of local nonprofit organizations and businesses while demoing gear from Armada skis. The event highlights sustainability and community building for a memorable day among the Wasatch Mountains.

Alta’s Earth Day goals encompass providing education around responsible recreation, offering unforgettable and informative nature outings and advancing stewardship in Little Cottonwood Canyon and beyond. Activities at the vendor village include equipment demos, an opportunity drawing, on-snow nature tours, gear recycling, a local art market and après fun.

On-Snow Nature Tours

The Alta Environmental Center’s on-snow nature tours are co-hosted by Alta partner organizations—including Tracy Aviary, TreeUtah and the Cottonwood Canyons Foundation. Four options are led by friendly tour guides who will share facts, historical context, stories and insight into the surrounding ecological habitats and the charismatic flora and fauna that reside in Little Cottonwood Canyon.

- Birding on Skis | 9am–12pm (This event is currently FULL)
- Trees and Skis | 11am–12:30pm & 2–3pm
- Ski With a Ranger | 1–2pm
- Snowshoe with a Naturalist | 1:30–3:30pm

Earth Day Art Market

Alta Community Enrichment (ACE) will host a free Earth Day Art Market inside the Goldminer’s Daughter Lodge from 10am–4pm in the Yoga Room. Support local artists and stumble upon unique gifts from creators like Forest Finch Artistry, Honeysuckle Handmade Studio, Hygge Home Goods, The Hex Press, Wild Meraki and more.

Gear Recycling

Got old gear gathering dust in your garage or closet? Gear recycling will be available at the Alta Environmental Center’s booth from 9am–3:30pm. Prevent your gear from languishing in a landfill or give it new life with the Alta Earth Day gear recycling program. Old skis, poles, boots, goggles or outerwear can be recycled or donated to others by our partner organizations. Items not eligible for recycling include helmets, bindings or damaged gear.

Opportunity Drawing

Join us at 3:30pm on the Goldminer’s Daughter Lodge patio for a generous opportunity drawing. Visit the Alta Environmental Center booth at any point during the day to purchase tickets that directly support and fund sustainability projects at Alta. Prizes include sweet gear from Pit Viper, Party Shirt International, K2, Armada, Faction, Cardiff Snowcraft, Level Nine, Lone Pine Gear Exchange, Blue Bison, Alta Ski Shop and more!

Après Gathering

Wind down in the afternoon sunshine with live music and refreshments on the vibrant Goldminer’s Daughter Lodge patio. Groove to the tunes of Ky & The Jellies from 3:30–5:30pm and stick around for the big reveal of all the opportunity drawing winners at 3:30pm.

Join us on April 12th to inspire and educate our Little Cottonwood Canyon community. Celebrate your connection to Alta, skiing and this special landscape while learning how to be a better environmental steward.

Additional event information available at:

www.alta.com/events/alta-earth-day

Alta Earth Day Media Assets

Please provide photo credit to Alta Ski Area & listed photographer

Special Thanks to Alta's Partner Organizations and Sponsors

Huge thanks to our amazing friends and sponsors, who make this day possible and continue to support Alta’s sustainable future.



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The 2024–25 season marks Alta Ski Area’s 87th winter in operation. Originally a silver mining town, Alta was the first ski area in Utah to install a chairlift in 1938. Alta is a skiers-only mountain with majestic scenery, diverse terrain and a legendary average snowfall of 548 inches. There is a feeling at Alta we call #AltaMagic.

Alta Ski Area—Since 1938.
Come for the skiing. Stay for the skiing.

PRESS RELEASE ARCHIVES