



For Immediate Release: April 8, 2026

Media Contact

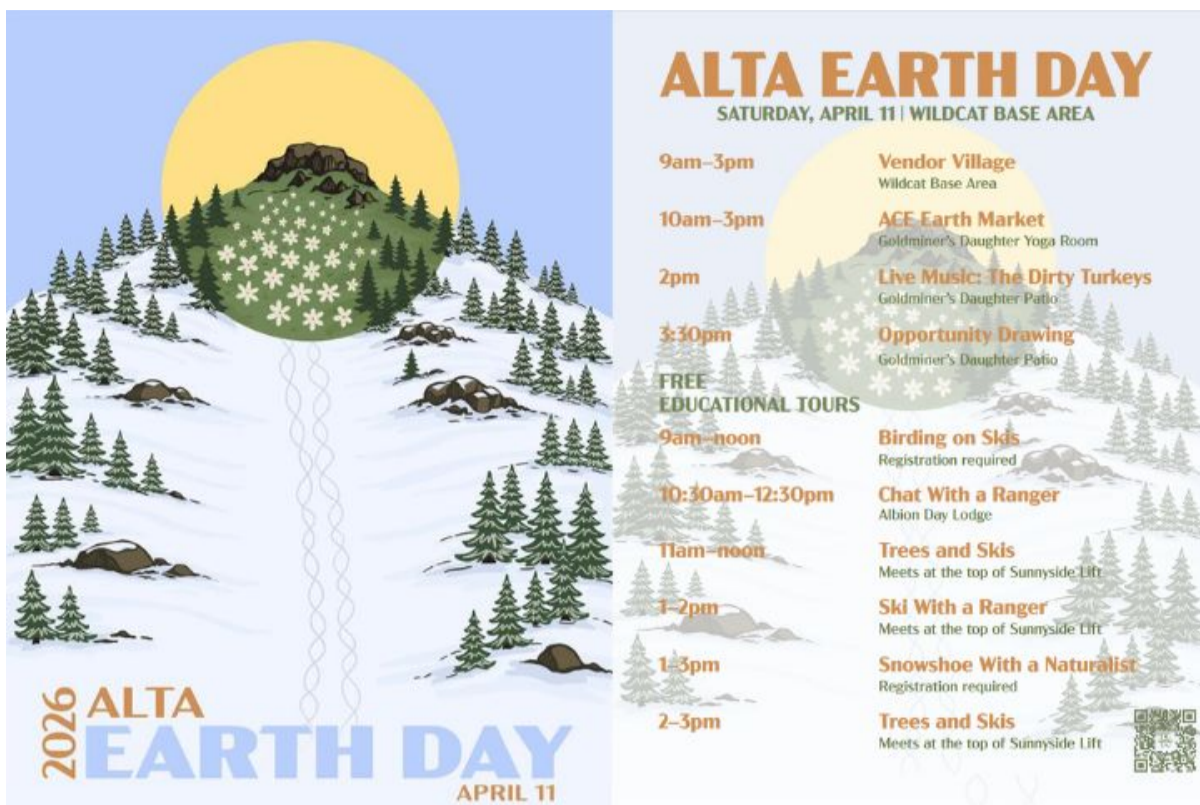
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Event Information

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



Alta's 17th Annual Earth Day Event—Saturday, April 11, 2026
Celebrate Sustainability & Community in Little Cottonwood Canyon

You are cordially invited to join us on Saturday, April 11, 2026, at Alta Ski Area's Wildcat base area for our 17th annual Alta Earth Day celebration. This event introduces skiers to local nonprofit organizations, volunteer opportunities and sustainability-minded businesses—all united in protecting the landscapes we love.

Amid a fun and casual setting, guests can connect with community partners, demo sustainably made skis from Icelantic Skis, and discover ways to make an impact. Alta Earth Day aims to inform and inspire action around climate change, responsible recreation and stewardship in Little Cottonwood Canyon.

On-Snow Nature Tours

The Alta Environmental Center's on-snow nature tours are hosted by partners of Alta, including Tracy Aviary, TreeUtah and the Cottonwood Canyons Foundation. Five free, educational events are led by friendly tour guides who will share stories and facts about the fascinating history, geology and ecology of Little Cottonwood Canyon.

- Birding on Skis | 9am-12pm (this event is currently sold out)
Chat with a Ranger | 10:20am-12:30pm | Albion Grill
Trees and Skis | 11am-12pm & 2-3pm | Top of Sunnyside lift
Ski With a Ranger | 1-2pm | Top of Sunnyside lift
Snowshoe with a Naturalist | 1-3pm | Registration Required

Earth Day Artisan Market

The Alta Community Enrichment (ACE) organization will host a free Local eARTh Day Market in the Yoga Room at the Goldminer's Daughter from 10am-3pm. Support local artists and stumble upon unique gifts from creatives including ASA Formula, Forest Finch Artistry, J Birdette Art, Living Canvas Henna, Resonance Printing Solutions, Tahoe Pine, The Hex Press and Wild Meraki.

Ski Demo

From 9am-3:30pm in the Earth Day Vendor Village, swap out your sticks and demo a pair of sustainable skis from Icelantic Skis. This Colorado-based manufacturer is one of the few ski companies to have achieved B Corp certification—demonstrating a strong commitment to upholding high standards of environmental and social responsibility in their production line.

Après Gathering

Wind down in the afternoon sunshine with live music and refreshments on the vibrant Goldminer's Daughter patio. Groove to the tunes of The Dirty Turkeys at 2pm and stick around for the big reveal of all the opportunity drawing winners at 3:30pm. Winners must be present to claim their opportunity drawing prize.

Opportunity Drawing

Join us at 3:30pm on the Goldminer's Daughter patio for a fully stacked 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. Generous prizes include sweet gear from Pit Viper, K2, Icelantic, Wild Rye and more.

We hope you join us on April 11th 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 alongside like-minded skiers. Parking reservations are no longer required on weekends for the remainder of the ski season—aside from April 26th on Alta's Closing Day.

Additional event information available on alta.com

Alta's Earth Day Media Assets

Please provide photo credit to "Alta Ski Area" & listed photographer

SPECIAL THANKS TO ALTA'S PARTNERS AND SPONSORS

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



ALTA EARTH DAY | SATURDAY, APRIL 11TH

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The 2025-26 season will mark a special 88th anniversary for Alta Ski Area. Originally a silver mining town, Alta was the first ski area in Utah to install a chairlift in 1938 and served as the birthplace of the modern powder skiing technique. 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

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