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CONTACT: Liz VerHoeven
AIM Outdoor & Mountain Group
Group Marketing Director
LVerhoeven@aimmedia.com
303.253.6424

NATIONAL
SKI AREAS
ASSOCIATION



CONTACT: Geraldine Link
NSAA
Public Policy Director
glink@nsaa.org
720-963-4225

Steamboat, Arapahoe Basin, and Proctor Academy Win SKI Magazine's Golden Eagle Awards for Environmental Excellence

New this year: Alta staffer wins first "Hero of Sustainability" honor

SAVANNAH, Georgia, May 1, 2014—*SKI* Magazine has honored three ski areas—Steamboat, Colo., Arapahoe Basin, Colo., and Proctor Academy, N.H.—with the 2014 Golden Eagle Awards for Environmental Excellence. Additionally, *SKI* named Maura Olivos of Alta Ski Area in Utah as the inaugural "Hero of Sustainability" honoree for 2014.

The Golden Eagle Awards, overseen in a partnership between *SKI* and the National Ski Areas Association, are the ski industry's most prestigious honor for recognizing resort environmental programs and projects. "When *SKI* founded this program in 1993, we wanted to encourage sustainability and recognize resorts for their commitment and proven results to environmental programs," said Andy Bigford, *SKI*'s publisher and the general manager of Active Interest Media's Mountain Group. "It's gratifying to see how far the industry has come in 20 years, particularly with today's collective focus on addressing climate change."

The resort awards are divided into three categories: small (fewer than 200,000 annual skier/boarder visits), medium (200,000 to 500,000 visits) and large (more than 500,000 visits). For 2014, *SKI* also launched the Hero of Sustainability Award, designed to honor an individual making a difference:

Proctor Academy, a private school in New Hampshire, won the Golden Eagle Award in the small ski area category. Proctor has adopted a school-wide Environmental Mission Statement, which includes purchasing all of its electricity from renewable energy sources. The Academy aggressively applied its mission to the operation of its competition-oriented Proctor Ski Area, which includes alpine, Nordic jumping, and cross-country trails. Proctor invested \$376,000 in upgrades, including a switch from diesel to electric powered compressors, the purchase and installation of 21 HKD SV10 Impulse Tower Guns and a Turbocristal Fan Gun, and the addition of six additional GE PF400 Power Flood Lights, bringing the total to 42. End result: a total reduction of 140 tons of CO₂e, equivalent to the annual emissions from 26.5 passenger cars. Read more about Proctor Academy at www.proctoracademy.org.

Arapahoe Basin in Colorado took the top environmental honors in the medium-sized ski area category for its significant waste reduction efforts. Arapahoe Basin is a founding member of the ski industry's Climate Challenge, and has set a goal of reducing its overall GHG emissions by 3 percent below 2009/10 baseline levels by 2020. While A-Basin has implemented significant energy-savings initiatives to help meet that goal, it has also demonstrated that its robust waste-reduction program made a huge difference in reducing its carbon footprint. As a direct result of the ski area's composting and recycling programs, A-Basin has kept 115,000 pounds of waste out of landfills, resulting in a greenhouse gas emission reduction of 57 MTCO₂e (metric tons of carbon dioxide equivalent emissions), or nearly a third of the ski area's reduction target for the Climate Challenge. For more information about Arapahoe Basin's environmental initiatives, visit www.arapahoebasin.com.

Steamboat Ski and Resort in Colorado won the Golden Eagle Award in the large resort category for making sustainability a cornerstone of its most significant on-mountain improvement project in nearly a decade. In constructing its \$5 million Four Points on-mountain restaurant, located at 9,716 feet with panoramic views, Steamboat incorporated LEED principles throughout, from low-flow fixtures to low-energy insulated windows, composting, automatic CO₂ sensors in the HVAC system, and LED and fluorescent indoor light fixtures. For the addition of night skiing, the resort installed state-of-the-art Ultra-Tech™ Lighting, which limits light pollution and saves energy. In upgrading its snowmaking on the Heavenly Daze trail, Steamboat installed a new main line that in conjunction with HKD tower guns cut energy consumption by 30 percent and also reduced water usage. The resort's new Prinroth Beast and Bison grooming machines decrease fuel consumption and increase efficiencies. Meanwhile, the resort continued its Healthy Forest focus by removing 23 acres of dead lodge pole pines, utilizing a helicopter to limit the ground footprint while also reducing soil erosion and sedimentation in streams. Find out more about Steamboat's sustainability programs at www.steamboat.com.

Maura Olivos: The Alta Environmental Center in Utah was created in 2008 to build on the ski area's 70-year heritage of conservation. Through Maura's leadership, the Center has improved sustainability practices at the ski area, enabled research and collaboration with partners, and helped spread the word of sustainability to guests. Alta's General Manager Onno Wieringa stated "through her persistent efforts, Maura has raised the bar on bringing environmental care into Alta's operations and serving as a valuable model for all departments of the ski area." *SKI's* Andy Bigford added, "We wanted to put a face on the amazing behind-the-scenes sustainability efforts that take place at ski areas, and Maura is the true embodiment. She's the face of Alta's Environmental Center, inspiring everyone to make changes toward sustainability big and small." For more information on the Environmental Center, visit www.altace.com.

About the GEAs

Established in 1993, the Golden Eagle Awards for Environmental Excellence recognize the environmental achievements of ski areas. The awards are sponsored by *SKI Magazine*. Judges for this year's awards include: Andy Bigford and Greg Ditrinco, *SKI Magazine*; Tiffany Beal, International Mountain Bicycling Association; Judy Dorsey, Brendle Group; Ryan Mayo, CLIF Bar & Company; Geraldine Link, NSAA; Don Dressler, USDA – Forest Service; and Kirk Mills, Colorado Department of Public Health & Environment (CDPHE).

About SKI

SKI Magazine (www.skimag.com), located in Boulder, Colo., is the world's oldest and largest ski publication. It is part of Active Interest Media's Mountain Group, which also includes *Skiing*, Warren Miller Entertainment and NASTAR. AIM (www.aimmedia.com) is a leading publisher of enthusiast publications across all platforms, and producer of consumer shows. The company's five publishing groups—the Equine Network, the Home Buyer Group, the Healthy Living Group, the Marine Group and the Outdoor Group—reach more than 20 million readers in 85 countries around the world. AIM's titles include *Backpacker*, *Yoga Journal*, *Vegetarian Times*, *SAIL*, *Log Home Living* and *Old House Journal*. AIM was formed by Wind Point Partners, a private equity investment firm with offices in Chicago and Southfield, Mich., in partnership with CEO Efrem "Skip" Zimbalist III in October 2003.

About NSAA

The National Ski Areas Association (NSAA), headquartered in Lakewood, Colo., is the trade association for ski area owners and operators. Formed in 1962, NSAA today represents 332 alpine resorts that account for more than 90 percent of the skier/snowboarder visits nationwide. Additionally, it has more than 400 supplier members who provide equipment, goods, and services to the mountain resort industry. For further information on the Golden Eagle Awards or to learn more about environmental programs at ski resorts nationwide, visit www.nsaa.org.

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