



Winter 2007/08

FOR IMMEDIATE RELEASE

Contact: Laura Johnson at 760.934.0645 or [ljohnson@mammoth-mtn.com](mailto:ljohnson@mammoth-mtn.com)

## **FLEET-WIDE BIODIESEL IMPLEMENTATION AND GREEN CABIN LEAD MAMMOTH'S ENVIRONMENTAL IMPROVEMENTS**

Mammoth Mountain, CA – Mammoth respects the dynamic beauty of the Eastern Sierra and recognizes that a delicate balance must be maintained to preserve and share the mountain with future generations. To support this preservation effort, The Department of Environmental Programs was created in 2000 with a focus on impact reduction. The program was launched by employees with the implementation of a mountain- and town-wide recycling and clean-up program. Today, recycling and clean-up efforts continue to thrive alongside newly created awareness and conservation initiatives.

### **Biodiesel Implementation**

Representative of Mammoth's success in environmental improvement is the implementation of biodiesel fuel in its entire diesel fleet in order to reduce harmful air emissions. Biodiesel is used exclusively in **over 30 buses, 46 snowcats** and additional construction and snow removal equipment. The mountain's busses are labeled with biodiesel logos to promote consumer awareness. Additionally, Mammoth was instrumental in setting up the infrastructure and supply chain necessary to utilize biodiesel in the Eastern Sierra region.

### **Resource Conservation**

The mountain's commitment to the environment also includes increased building automation in its lodges and other properties to conserve energy. Through measures such as automated heating and installation of motion sensors, Mammoth has **reduced its electric energy consumption by 10% and has reduced propane consumption by over 100,000 gallons annually**. Mammoth is also focused on developing alternative energy sources such as geothermal and wind power and reducing solid waste through recycling initiatives that include food and beverage supplies, uniforms, building material and scrap metal. The Unbound Terrain Park crew also supports recycling initiatives by turning retired lift towers into original park features and reusing corrugated irrigation pipe to create additional features.

### **Environmentally Friendly Cabin at Tamarack**

Mammoth's newest development, an environmentally friendly cabin planned to be LEED certified, is set to break ground at Tamarack Lodge in Nov. 2007. The LEED (Leadership in Energy and Environmental Design) rating system is the nationally accepted benchmark for the design, construction and operation of high performance green buildings.

Coordinating with the National Forest Service, the three bedroom cabin will be constructed in a way that minimizes impact on the surrounding environment. The cabin will utilize automation and high efficiency fixtures in addition to meeting ENERGY STAR home standards. This is planned to be Mammoth's first LEED certified building and will provide an environmentally conscientious example for future projects, which include the Eagle Lodge redevelopment to be completed in 2010.

### **Off the Grid Energy Fest and Expo**

Mammoth realizes the importance of education in encouraging sustainable behavior. As such, Mammoth's Environmental Programs Department has focused on educational initiatives to promote environmentally friendly behavior like turning off lights and heaters when rooms are not in use. Mammoth's second Off the Grid Energy Festival and Expo, an educational awareness event held in partnership with High Sierra Energy Foundation, Cerro Coso Community College and Southern California Edison, will take place in summer 2008 with educational workshops, exhibits, music and entertainment.

*Mammoth Mountain Ski Area's Department of Environmental Programs was established in 2000 to help ensure sustainability. To be sustainable Mammoth Mountain must simultaneously fulfill environmental responsibilities, economic requirements and social needs. Mammoth strives to become a better steward, committed to the enhancement of our ecosystem through resource conservation, habitat preservation, biosphere protection and strategic alliances. For more information on Mammoth Mountain's Department of Environmental Programs, visit [MammothMountain.com](http://MammothMountain.com).*

*Mammoth Mountain Ski Area is the leading four-season mountain resort in California. With 1.6 million annual skier visits, Mammoth Mountain is currently the third most frequented resort in the United States. The company owns and operates a variety of resort businesses including recreation, hospitality, food and beverage and retail. Specific businesses owned and operated by Mammoth Mountain include Mammoth Mountain Ski Area, June Mountain, Tamarack Lodge and Resort, Mammoth Snowmobile Adventures, Mammoth Mountain Bike Park and the Mammoth Mountain Inn. Mammoth Mountain also operates Juniper Springs Resort, the Village at Mammoth and Sierra Star Golf Course in Mammoth Lakes, California. For more information on Mammoth Mountain, visit [MammothMountain.com](http://MammothMountain.com) or call 800.MAMMOTH.*

###