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FOR IMMEDIATE RELEASE
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MAMMOTH HOLDS EVENT TO INCREASE AWARENESS OF GLOBAL WARMING AND CONSERVE NATURAL RESOURCES

MAMMOTH MOUNTAIN, CA – Saturday, February 26, Mammoth Mountain will be hosting *Sustainable Slopes Day*, a day set aside by the National Ski Areas Association (NSAA) to focus on environmental issues related to the ski industry.

As part of the Sustainable Slopes effort, NSAA is promoting its “Keep Winter Cool” campaign in partnership with the Natural Resources Defense Council, an influential, national non-profit organization dedicated to resource conservation and preservation. Participating resorts, including Mammoth Mountain Ski Area, will be presenting the science of global warming as it relates to sustainable winter recreation. Representatives of the new High Sierra Energy Foundation and Mammoth Pacific’s geothermal plant will be on hand to discuss viable alternatives to traditional energy sources now understood as major forces behind global warming.

Other organizations will join Mammoth’s event on February 26th with efforts closely tied to sustainable resort operations, including the Surfrider Foundation, Yosemite Fund, the Andrea Lawrence Institute for Mountains and Rivers, CalTrout, and the Sierra Conservancy. “Surfrider Foundation is very excited to be partnered with Mammoth for this event as we have a program called the Snowrider Project to help educate everyone on the hydrologic cycle, starting as snowfall in alpine environments,” explained Matt McClain, marketing director for the foundation.

Mammoth’s plans for the day include educational booths located next to the Panorama Gondola Building at Main Lodge from 8:30 a.m. to 3 p.m. A biodiesel-powered snowcat will also be offering rides to the public and ‘cool’ gifts will be available while supplies last. Lift tickets are not required to attend and in the event of stormy weather, everything – minus the snowcat – will move inside. “This event is a great opportunity for our guests to learn about some of the environmental issues affecting us locally and how they can get involved to help make a difference if they want to,”

explained Vickie Taton, Mammoth's environmental education coordinator. "And in consideration of global warming," she added, "we ask everyone to ride the bus or carpool to the resort as much as possible to help reduce greenhouse gas emissions."

For more information about Sustainable Slopes Day or Mammoth's environmental programs, visit MammothMountain.com.

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