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**Green Sports Alliance Announces Partnerships with
Ski & Snow Sports Industry**

Thursday, January 26, 2017: **Portland, OR** – Four premier ski resorts joined the Green Sports Alliance today, the Alliance announced. Seven Springs Mountain Resort (PA), Hidden Valley Resort (PA), Laurel Mountain Ski Resort (PA), and Timberline Lodge & Ski Area (OR) are the first sports members to represent the ski and snow sports industry. The organizations are dedicated to addressing climate change, reducing carbon emissions, and preserving ski areas for the continued enjoyment of future generations.

The visibility and reach of the ski and snow sports industry is far and deep. There is ample opportunity to create direct and lasting environmental impact both at the operational level and through guest engagement. According to the [National Ski Areas Association](#) (NSAA), \$7.3 billion dollars were spent at US ski resorts in 2014-2015. In addition, there have been 57.1 million visits to ski resorts since 2002.

“This industry is one of those most affected by climate change and provides us the opportunity to create lasting, positive environmental impacts for professional and recreational snow sports enthusiasts around the world,” said Justin Zeulner, executive director of the Green Sports Alliance, who started his career working for Willamette Pass Ski Resort in Oregon.

The NSAA is a leader in environmental advocacy in the snow sports industry. In 2000, the [Sustainable Slopes](#) program was adopted by the ski industry. As part of this program, ski areas are given guidance on ways to improve their sustainability efforts and reduce their greenhouse gas emissions. Over the past 16 years, nearly 200 resorts have endorsed the [Environmental Charter](#), vowing to take steps towards improving environmental performance in areas such as water use for snowmaking and in facilities, energy use, waste reduction, and environmental education and outreach.

“The National Ski Areas Association (NSAA) is pleased to see these four resorts take a leadership role in joining the Green Sports Alliance and confirming their commitment to sustainability,” said Geraldine Link, Director of Public Policy for NSAA.

“We look forward to working with the Green Sports Alliance as we strive to ensure a bright future for the snow sports industry,” said Robert (Bob) Nutting, Green Sports Alliance Board member and chairman of [Seven Springs](#), [Hidden Valley](#) and [Laurel Mountain](#) ski resorts. “We have developed a carefully-planned program of sound resource management and environmental protection that we hope to continue to develop and grow for years to come.” The Seven Springs Mountain Resort was the 2009 NSAA [Silver Eagle Award](#) winner for excellence in water conservation and water quality.

[Timberline Lodge & Ski Area](#) in Oregon joins as the first resort in the western states. “At Timberline Lodge, we possess a long-term commitment to environmental stewardship, historic preservation, year-round recreation opportunities, and supporting our local community,” said Jena Christiansen, Sustainability and Environmental Coordinator at Timberline. The resort participates in the NSAA [Climate Challenge](#), a voluntary program dedicated to helping participating ski areas reduce greenhouse gas emissions, and their leadership is paving the way for reducing carbon footprints across the industry.

[Protect Our Winters](#) (POW) is a longtime partner of the Alliance. “We look forward to working with these resorts and the Green Sports alliance on greening operations and mobilizing and inspiring guests to take action while moving the whole economy towards cleaner fuels with bipartisan policy fixes,” said Chris Steinkamp, executive director.

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About the Green Sports Alliance

The Green Sports Alliance leverages the cultural and market influence of sports to promote healthy, sustainable communities where people live and play. The Alliance inspires sports leagues, teams, venues, their partners and millions of fans to embrace renewable energy, healthy food, recycling, water efficiency, safer chemicals and other environmentally preferable practices. Alliance members represent nearly 400 sports teams and venues from 15 sports leagues in 14 countries. Visit greensportsalliance.org for more information.