



## **Squaw Valley | Alpine Meadows Launches *Drink Mtn Tap*, Becomes First Domestic Ski Resort to Discontinue Sale of Disposable Water Bottles**

*Resort introduces new reusable bottles and Mizu water refill stations sourced from the “Best Tasting Water in California,” setting industry standard for environmental stewardship*

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**[Olympic Valley, Calif.] January 21, 2016** – As part of its mission to serve as a responsible steward of the environment and its mountains, [Squaw Valley Alpine Meadows](#) announces the implementation of *Drink Mtn Tap*, a program focused on reducing single-use water bottle usage. The resort will discontinue the sale of bottled water, offer visitors reusable water bottles for purchase at the same price point as disposable bottles, and install 20 new water refill stations across both Squaw Valley and Alpine Meadows. This initiative aims to inspire guests to rethink their daily habits by choosing reusable products over single-use items, while reducing the total amount of plastic waste generated by the resort each year. No other domestic ski resort has undertaken an initiative of this kind, but the hope is that other ski resorts will follow suit to propagate the message to winter enthusiasts to take care the environment and mountains they enjoy for recreation. The Squaw Valley and Alpine Meadows refillable bottles have a slim, flexible design to fit easily in a jacket pocket for on-the-slopes hydration, and feature scenic photographs of each respective mountain, reminding users of the magnificent natural beauty that they are helping to protect.

“We are passionate about our Community and these incredible mountains and our values are squarely centered upon our legacy. With Drink Mountain Tap we can lead by example to show businesses that these kinds of changes are environmentally as well as fiscally viable,” says Andy Wirth, president and CEO of Squaw Valley Ski Holdings, LLC, the parent company of Squaw Valley Alpine Meadows. “Drink Mountain Tap will not only remove 28,000 bottles from our annual waste stream, but it will provide a cost savings to our guests who can use refill a sustainable container with free water that comes straight from the mountains.”

The resort-wide Drink Mtn Tap initiative will save 28,000 bottles from going into landfills each year. In ten years, this will add up to nearly 300,000 plastic bottles and over eight metric tons of CO<sub>2</sub> emissions saved from the production of plastic bottles. In keeping with the goals of the program, Squaw Valley Alpine Meadows has partnered with [Mizu](#), a California-based company founded by former pro snowboarder Jussi Oksanen, committed to “Protecting Where We Play.” Mizu donated five of the Mizu Water Bar refill stations to the Drink Mtn Tap program.

“Squaw Valley was my original stomping ground early in my career, so it’s amazing to be able to work with them on a project that is so close to my heart and passion,” said Jussi. “We are proud to collaborate

with Squaw Valley Alpine Meadows to help them become the first U.S. ski area to move away from single-use plastic water bottles.”

The tap water at Squaw Valley Alpine Meadows is supplied by three different sources, all originating from its local mountain watershed. Squaw Valley Public Service District supplies the water at the base of Squaw Valley, and was recognized as the “Best Tasting Water in California” at the 2015 California Rural Water Association Expo. Alpine Springs County Water District supplies the water at Alpine Meadows and Elevation 8200’ Water Company, operated by Squaw Valley, serves the Squaw Valley Upper Mountain Facilities, and was recognized as the “Best Tasting Water in California” at the 2011 California Rural Water Association Expo.

Click [here](#) for more information about Squaw Valley Alpine Meadows and their commitment to environmental stewardship.

#### **About Squaw Valley | Alpine Meadows**

Squaw Valley Alpine Meadows is an internationally renowned mountain resort in North Lake Tahoe that spans over 6,000 skiable acres. The resort features slopeside lodging at The Village at Squaw Valley®, which bustles year round with nonstop events and nearly 60 bars, restaurants and boutiques. With an annual average of 450 inches of snowfall and 300 sunny days, Squaw Valley Alpine Meadows is known as the spring skiing capital as it provides one of the longest ski and snowboard seasons in Lake Tahoe. Over 65 percent beginner and intermediate terrain and 14 easy-to-navigate mountain zones welcome skiers and riders of all ability levels. Visit [squawalpine.com](http://squawalpine.com) or call 1.800.403.0206 to learn more.

#### **About Mizu**

Embracing the mantra of “Protecting Where We Play,” [Mizu](#) makes high-quality reusable products designed to help reduce the overabundance of single-use plastics produced and discarded each year. Mizu products are crafted with a refined aesthetic and the ultimate adventures in mind. Founded, owned and operated by some of the world’s top professional outdoor athletes, Mizu’s products are made with only the highest quality materials and engineered to not just to survive but thrive across all active lifestyle activities. Mizu’s core mission and rugged yet stylish products have drawn top professional athletes, filmmakers, photographers and other influencers to the brand. Mizu can now be found in 25 countries, in the hands of those who squeeze every ounce of fun out of life and share our passion for the oceans, mountains and cities we play in. We call this living a #mizulife. Visit [www.mizulife.com](http://www.mizulife.com) to learn more.

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