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## **Report Shows California Ski Industry Making Significant Advancements in Sustainability; Calls for More Efforts to Preserve Winters for Generations**

*Industry Association Also Launches “Ski Green” Campaign to Empower Guests*

PETALUMA, CA (Sept. 27, 2016) – The California Ski Industry Association (CSIA) today published its first Sustainability Report showing years of innovative action and substantial investments to preserve and protect the environment.

In an effort to highlight that more efforts are needed to affect positive change, CSIA also announced today – on the 10-year anniversary of California’s historic climate change legislation – its “Ski Green” campaign to empower guests with simple steps they can take to reduce their carbon footprint, reduce waste, and join the effort to address climate change.

“For many years, ski resorts have methodically made significant changes in their operations and made important investments designed to create a more sustainable operation and to protect the environment,” said **Michael Reitzell**, CSIA president. “It is now time to highlight these cumulative improvements, and commit to more in the future.”

“The ski industry was among the first groups to embrace and support our efforts to reduce greenhouse gas emissions in California,” said state Senator **Fran Pavley**, who has authored and co-authored climate legislation. “I want to thank the ski industry for stepping up to the plate and taking proactive measures. We need long ski seasons with plenty of snowpack in California. It’s good for the economy and for preserving some of the most majestic places in our state – our mountains.”

The natural environment is the heart of the ski industry. On the 10-year anniversary of the groundbreaking “California Global Warming Solutions Act of 2006” (AB 32), the CSIA Sustainability Report highlights the combined achievements of CSIA’s members in carbon footprint reduction, effective water management, land protection, environmentally friendly transportation and vehicle use, efficient facilities and operations, recycling and waste reduction and more.

Ensuring skiers and others join in the ski industry’s ongoing commitment to protect the environment, CSIA will launch this ski season the “Ski Green” campaign. The effort will include a Ski Green logo displayed at resorts and offer simple tips that skiers, snowboarders and others can take to reduce their carbon footprint.



“Being good stewards of the environment is a collaborative effort. We look forward to the public joining us in our sustainability efforts,” Reitzell said. “We cannot do this alone.”

### **About the California Ski Industry Association**

CSIA is a 501(c)(6) non-profit trade association representing 28 ski resorts in **California** and **Nevada**. CSIA develops and maintains strong relationships with government officials, tourism groups, media, and ski industry leaders to advocate key industry related initiatives, including environmental stewardship, mountain safety, technical training, and public relations. CSIA monitors existing and proposed legislation to ensure that national and state legislators hear and consider the industry perspective on issues affecting mountain communities and businesses. CSIA researches, analyzes, and pursues safety while preserving the integrity of mountain sports and the natural environment in which they are enjoyed by millions each year.

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*NOTE: The CSIA Sustainability Report is available via download under the Newsroom tab of the website: [www.skicalifornia.org](http://www.skicalifornia.org). Also available are an information graphic, the Ski Green and Ski California logos, photos of sustainability efforts at CSIA member resorts, Ski Green tips for consumers and more.*