



**** MEDIA ALERT ****

March 17, 2020

SKI CALIFORNIA OPERATIONS UPDATE: COVID-19

Official statement from Michael Reitzell, president of Ski California, the industry association representing 32 ski areas in California and Nevada re: COVID-19 and ski area operations:

"The ski industry has been vigilant in its monitoring of and response to the dynamic evolution of COVID-19, and at this time, most of our resorts have either temporarily suspended operations or closed operations for the season. For resorts that remain open with modified operations, they are following prudent social distancing guidelines. These decisions come in response to the CDC and White House's latest recommendations to avoid discretionary travel and social gatherings in groups of more than 10 people. Our resorts are also highly focused on caring for their employees and not attracting more people to the communities in which they operate so as to avoid putting unnecessary strain on local healthcare and other services during these challenging, unpredictable times. With this rapidly evolving situation, please visit our member resorts' websites and social channels for the latest information on their specific operations."

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About Ski California

Ski California® (aka California Ski Industry Association®) is a 501(c)(6) non-profit trade association representing 32 ski resorts in California and Nevada. For 50 years, Ski California has developed and maintained 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. Ski California 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. Ski California 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. Learn more at skicalifornia.org.

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