



## **\*\* MEDIA ALERT \*\***

August 19, 2020

### **SKI CALIFORNIA 2020-21 WINTER OPERATIONS UPDATE**

Ski California's 32 member resorts plan to operate for the 2020/21 winter season, and we are looking forward to a great season. While specific procedures and policies may vary by resort, skiers and riders should expect things to look and feel a bit different. As an industry, we continue to monitor guidelines and policies put in place by local, state, and federal officials, and will use those as a basis for operations this winter.

Since last season ended prematurely, the ski industry has been working diligently to detail operational plans, policies and procedures for the upcoming season that are designed to keep guests and employees safe. This includes collaboration and leadership from the National Ski Areas Association and the many state and regional associations around the country. As our resorts actively plan and prepare to keep our guests safe this season, it is still too early to share specifics on winter operating plans.

What we do know is that winter sports are well positioned to allow for participation because they take place outdoors in vast, open spaces with skiers and riders typically wearing goggles, gloves, and face coverings. But not every part of the winter experience takes place outdoors. Because the safety of resort employees, guests, and local communities is the top priority, skiers and riders can expect protocols for physical distancing, modified operations, and increased sanitation within resort facilities, among other things.

Many of our member resorts have also added new assurances for 2020/21 season pass purchasers if a COVID-19 event disrupts resort operations. Ski California is offering its own [Gold Promise](#) with the limited Gold Passes currently [available for sale](#).

In partnership with our member resorts, Ski California will publish a press release this fall with more detail related to what guests should expect when resorts open this season.

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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](http://skicalifornia.org).

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