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FOR IMMEDIATE RELEASE

WINTERGREEN RESORT JOINS NSAA CLIMATE CHALLENGE

All five PGRI resorts have signed on for the industry effort to promote sustainable slopes

NELSON COUNTY, VIRGINIA – When the National Ski Areas Association put out the call for member resorts to join in the NSAA Climate Challenge this year, Wintergreen Resort answered with a resounding, “Yes,” along with the other four ski areas in the Pacific Group Resorts, Inc. portfolio. NSAA’s Climate Challenge initiative has been around for several years, and more regional destination resorts are starting to be in a position to join industry stalwarts such as Jackson Hole, Deer Valley, and Stratton in the efforts to reduce energy usage and thus carbon emissions. Geraldine Link, Director of Public Policy at NSAA, exclaimed in her emailed response about Wintergreen and the other PGRI resorts’ involvement, “NSAA is excited to see all these ski areas enter the Climate Challenge. It is awesome!”

Rod Kessler, General Manager of Wintergreen Resort, noted the resort has already named a steering committee of staffers to develop and implement the eco-friendly programs, and he has named a “sustainability champion,” Director of Golf Operations, Fred Biggers, who would be leading the efforts at the resort. Kessler also indicated the committee had drafted the initial list of actions to be executed over the next several years to reduce waste and energy usage with the objective of eventually getting to a carbon neutral footprint.

Wintergreen’s spokesperson for the environmental initiative, Betsy Dunkerton, explained it is important to approach the NSAA Climate Challenge as a collaborative effort involving guests as well as resort operations. “We can reduce idling time for our groomers and buses, and we can buy carbon credits and recycle, compost and swap printed collateral for digital versions. We can even ask our suppliers to reduce the amount of cardboard used when they ship items to us, but those efforts won’t get us all the way to our goal. As part of our sustainability effort, we will be educating our guests in how they can help by respecting the no idling zones in our drop off areas and making sure they participate in the recycling programs and use refillable water bottles instead of single use plastic containers. Our pitch to them is pretty simple – we’re all in this together, so let’s all pitch in.”

Being that Wintergreen Resort is the centerpiece of an 11,000 acre environmentally friendly community, it has long advocated for the preservation of the natural landscape. “We operate in a pristine alpine environment,” concluded Kessler, “and we’d like to help keep it that way for generations of our members and resort guests. Reducing waste and our carbon footprint is something we all believe in, so we are very pleased to be part of NSAA’s Climate Challenge.”

ABOUT WINTERGREEN RESORT

Wintergreen spans 11,000 acres on the eastern slopes of the Blue Ridge Mountains in the heart of Central Virginia adjacent to the Blue Ridge Parkway. It is just 90 minutes from Richmond, Virginia and approximately three hours from Washington, D.C. and Raleigh, North Carolina.

The resort features four seasons of mountain recreation. Amenities include 45 holes of championship golf, alpine skiing, snowboarding, and snow tubing, an award-winning tennis program with 22 courts, a full-service mountaintop spa, outdoor recreation such as 37 miles of hiking trails, swimming in three pools and a lake, and a variety of dining options.

Wintergreen Resort also features 40,000 square feet of indoor and outdoor function space, audiovisual services, an award-winning banquet department and experienced conference service professionals. In addition to events for corporations, non-profit organizations and government entities, the resort hosts over 40 weddings per year plus other social occasions and events such as the Spartan Race and the Blues, Brews, and BBQ Festival.

A responsible steward of 11,000 scenic Blue Ridge Mountains acres, the Wintergreen Resort and community actively nurtures its environment, honoring and conserving precious natural resources. Partnering with The Wintergreen Nature Foundation (TWNF), it supports and promotes wildlife habitat preservation and environmental education.

Wintergreen is part of the Park City, Utah based Pacific Group Resorts, Inc. (PGRI) portfolio of ski and mountain resorts. PGRI owns/operates Powderhorn Mountain Resort on the Grand Mesa of western Colorado, Mt. Washington Alpine Resort on British Columbia's Vancouver Island in western Canada, Wintergreen Resort in the Blue Ridge Mountains of Virginia, Wisp Resort in the Appalachian Mountains of western Maryland, and Ragged Mountain in the White Mountains of New Hampshire.

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