



For Immediate Release
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Ski Utah and Area Resorts Unveil ONE Wasatch Concept *A Vision to Connect Seven Ski Resorts in the Central Wasatch Mountains*

(SALT LAKE CITY, UTAH) – Ski Utah and representatives from Alta Ski Area, Brighton Resort, Canyons Resort, Deer Valley Resort, Park City Mountain Resort, Snowbird Ski and Summer Resort, and Solitude Mountain Resort held a news conference today at Ski Utah’s headquarters to announce their support for an over-the-snow connection between all seven resorts via chairlift and ski run called ONE Wasatch.

Utah’s central Wasatch Mountains are home to seven world class mountain resorts in close proximity to one another. Connecting these resorts over-the-snow via chairlift and ski run would provide a skiing and riding experience unrivaled anywhere in North America. The coupling of these seven distinct resort personalities would allow access to over 18,000 skiable acres, 100 lifts and more than 750 runs and all on one lift ticket.

“Connecting seven of Utah’s finest ski resorts while preserving both our water quality and a pristine backcountry experience is not an impossible task,” said Nathan Rafferty, president and CEO - Ski Utah. “With thoughtful planning and sincere cooperation, ONE Wasatch would add significantly to what is already one of the greatest ski destinations in the world.”

ONE Wasatch is a concept, not a plan. At this time, resort partners have no specific execution timelines or chairlift alignments. The goal of ONE Wasatch is to establish a vision for a one-of-a-kind mountain experience by providing information, outlining the process, encouraging dialog and listening to feedback.

Because of the proximity of Utah's ski areas, it is possible to connect seven resorts in just a few steps:

- Connect Big and Little Cottonwood Canyons;
- Connect Big Cottonwood to Park City;
- Connect PCMR and Canyons Resorts; and
- Drop the rope between Deer Valley and PCMR.

ONE Wasatch will offer the largest lift-served ski experience in North America - over 18,000 acres, 100 lifts and more than 750 runs...all on one pass. And all on "The Greatest Snow on Earth."

General Manager Statements:

Onno Wieringa - Alta

"Alta and Snowbird Resorts created the Alta/Snowbird Connection in 2002. Our collective skiers go back and forth between resorts resulting in a grand, varied skiing experience that our skiers enjoy. ONE Wasatch would give skiers even more choices and variety, resulting in an unparalleled ski experience."

Randy Doyle - Brighton

"ONE Wasatch is a concept which has developed over many years and whose time has finally come. It will provide the opportunity for an experience unmatched anywhere in the country if not the world. With careful planning and collaboration the positive impacts from ONE Wasatch can benefit everyone."

Mike Goar - Canyons

"Connecting the seven Wasatch resorts, including Canyons, is a concept that would change the face of Utah skiing forever. Proper planning and development will ensure the natural resources and beauty of the Wasatch remain while still establishing one of the greatest ski destinations in the world."

Bob Wheaton - Deer Valley

"Our Utah resorts are already blessed with unparalleled access and snow, and by adding a few connecting lifts between seven resorts, we are able to create a ski experience unlike any other. Deer Valley's mission has always been to provide an exceptional guest experience and ONE Wasatch would allow us to offer an even superior ski destination."

Jenni Smith - Park City Mountain Resort

"Together, Utah's central Wasatch resorts pride themselves on providing a singular ski and snowboard experience. By connecting seven of the country's greatest resorts - all within a few miles of each other - in an environmentally responsible manner, we can distinguish ourselves as a ski market unlike any other in North America."

Bob Bonar - Snowbird

"The ONE Wasatch concept would be great for tourism, outdoor recreation and skiers within the State of Utah. I'm hopeful and confident that with the appropriate studies, process and through careful consideration the dream of ONE Wasatch can become a reality, while at the same time preserving our wilderness areas, water quality and the significant backcountry areas we all highly value."

Dave Deseelhorst - Solitude

"Imagine a European style ski experience with over 100 lifts to ride in a single day, combined with the majestic beauty of the Wasatch Mountains and 'The Greatest Snow on Earth.' Utah will become an unrivaled world class ski destination."

For more information regarding ONE Wasatch please visit our new website at www.ONEWasatch.com.

For media information, contact Ski Utah Director of Communications Susie English at [801.433.2016](tel:801.433.2016) or by email at susie@skiutah.com.

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Ski Utah is the marketing firm owned and operated by the 14 statewide ski resorts that make up the Utah Ski and Snowboard Association. The organization has been creating brand awareness of and demand for the Utah wintersports product since its inception in 1978. Ski Utah's primary functions are concentrated in marketing, public policy and public relations. Information about Ski Utah and its members can be found at skiutah.com, on Twitter and Instagram @SkiUtah and on Facebook at www.facebook.com/skiutahyeti. This release and other press information can be found in the online press room at [/News/](#).