

FOR IMMEDIATE RELEASE

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## **GORE MOUNTAIN AWARDED FOR BEST GUEST SAFETY PROGRAM BY NATIONAL SKI AREAS ASSOCIATION**

MARCO ISLAND, FL- Gore Mountain was presented with the National Safety Award for Best Guest Safety Program at the National Ski Areas Association's (NSAA) Annual Conference. The safety awards, sponsored by Safehold Special Risk, recognize exceptional resort initiatives to educate guests and employees about skiing and snowboarding responsibly. Gore's award was due in part to the mountain's consistent and frequent integration of guest safety information in its promotional literature, on its website, in its lodges, and during special events.

"We are honored to have received this award," said Emily Stanton, Gore Mountain Marketing Manager. "Keeping safety at top-of-mind is important for skiers of all levels, and we implemented unique ways to reach our guests with user-friendly reminders about this critical topic."

Gore Mountain set an outstanding industry example by publishing a two-page spread dedicated to safety subjects including helmet use, riding lifts safely, terrain parks, and the NSAA Responsibility Code in its 17/18 Echo Magazine. It infused safety tips into its daily snow reports and podcasts, which made safety an integral piece of its basic daily messaging. Terrain park users were provided photos and the sequencing of each freestyle element on GoreMountain.com, helping them plan what features and park areas would be most appropriate for their level in advance of visiting. The annual "Represent & Ride Free" event for kids ages 12 and under rewards helmet use with fun photography and free lift tickets. Safety tips are prominently featured on mountain maps, in the pocket trail map, on scrolling slideshows, and on signage throughout the mountain.

Resorts awarded for other categories of safety excellence at the conference were Vail Mountain, CO; Mammoth, CA; Snowbasin, UT; Squaw Valley, CA; and Copper Mountain, CO.

Gore Mountain was also nationally recognized by SKI Magazine and NSAA in May 2016 with the Golden Eagle for Overall Environmental Excellence, the ski industry's most esteemed award for sustainability.



Gore's annual "Represent & Ride Free" event rewards helmet use with complimentary kids' tickets and souvenir photos.

### On-Snow Safety Reminders

 Governor Andrew M. Cuomo  
Patrick Barrett, ORDA Board Chairman  
Michael Pratt, ORDA President and CEO



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