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POWDR PROTECTS THE ENVIRONMENT AND INSPIRES PARTICIPATION IN THE ADVENTURE LIFESTYLE WITH PLAY FOREVER®

Play Forever Emphasizes POWDR's Commitment to Sustainability and Inspiring Participation in Outdoor Adventures

PARK CITY, Utah., Dec. 21, 2018 – POWDR, a family-owned adventure lifestyle company, has taken significant action to protect the environment and inspire adventure participation with Play Forever. Play Forever is designed to connect local communities, employees and guests with POWDR's belief that there is nothing better for the soul than to live a balanced life full of adventure and that future souls should have the same opportunities we have today. Therefore, Play Forever is POWDR's commitment to doing all we can to protect our environment and inspire participation in adventure.

To realize this vision of a sustainable future, Play Forever is focused on two primary areas: Protecting the environment through efficient and responsible use of resources for the long-term viability of the business and the planet; and inspiring participation by providing access to environments that enable a balanced life full of adventure.

For more than a decade, POWDR has demonstrated its commitment to a healthy environment through various programs and initiatives resulting in a 49 percent reduction of the Company's carbon footprint through efficiency measures and clean energy investments.

"The soul of our sports depends on the health of our planet, and protecting our environment is a core principle of POWDR that helps inform our long-term vision," says Laura Schaffer, POWDR's sustainability director. "Thoughtful decisions about our planet today, and engaging new adventurers through community partnerships, scholarships, learn-to programs and youth empowerment will ensure the continued viability of the adventure lifestyle we all love so dearly."

Portfolio-wide, solar energy at POWDR properties offsets more than 4 million kWh of electricity annually, and as of the 2018-19 season, all properties eliminated straws and many additional single-use plastics as part of their broader waste reduction efforts. The resorts and camps continue to improve energy efficiency through upgraded lighting, HVAC equipment and refrigeration systems, along with newer, more efficient and environmentally friendly snowmaking and groomers. All properties work closely with organizations in the local community that align with enabling participation, and those partnerships come to life through events, donations and scholarships across the portfolio.

Play Forever environmental highlights:

- The [largest on-site solar system in the California ski industry](#) at Boreal, generating more than 325,000 kWh of clean electricity annually.





- Soda Springs becoming the first ski area in California – and only the second in the U.S. – [to make snow from recycled water for snowmaking](#).
- Killington's K-1 Express Gondola and Peak Lodge [powered solely by manure from local dairy farms](#).
- Killington's addition of [low-energy snowguns](#) that helped the team prepare for the 2018 Audi FIS Ski World Cup which set a record for attendance at any US World Cup event with 39,000 spectators and involved more than 400 local volunteers.
- A new [Cobus fleet at Copper Mountain](#) that reduces diesel fuel while increasing carrying capacity.
- Eldora's new, first-come first-served [premier HOV parking and complimentary bus tickets](#) for guests on peak weekends.
- The elimination of paper lift tickets by implementing reloadable RFID cards at [Eldora](#), [Copper](#) and [Killington](#).
- An on-site garden and composting program at Woodward PA that campers and staff manage and from which they enjoy the local food rewards.
- Working with POWDR partners including YETI, Subaru, Nokian Tyres, Coca-Cola and local utility providers on energy efficiency, waste reduction and ride sharing programs.

Play Forever participation highlights:

- Lee Canyon's Spread the Warmth coat drive supporting local nonprofit Project 150 that helps disadvantaged and homeless high school students.
- Pico's Opening Day Food Raiser that supports Bennington Rutland Opportunity Council (BROC) with guest donations of nonperishable food items in exchange for discounted one-day lift tickets.
- Boreal's partnership with the High Fives Foundation to create [Feel Good Fridays](#) and the [Boreal Banked Slalom](#), both locally celebrated events that deliver the proceeds to the High Fives Foundation and enable further participation in adventure sports. Copper Mountain, Eldora, Killington, Lee Canyon and Pico also support the High Fives Foundation through local events.
- Woodward's pledge to deliver more than [one percent of annual sales to support kids and youth organizations through scholarships](#) that allow more children a chance to grow.
- [Mt. Bachelor has donated over \\$1 million](#) to local organizations dedicated to education and community service including Discover Your Forest, KIDS in the GAME, The Environmental Center and the Bend-La Pine and Redmond Education Foundations.

"POWDR is unique in that our focus is on the long game," says Megan Baroska, senior vice president of corporate strategy and communications. "We desire to foster meaningful relationships with our communities, be responsible stewards of each property, and ensure a sustainable future so that we and future generations may all Play Forever."

For more information about Play Forever and POWDR's commitment to protecting the environment and inspiring participation, visit www.powdr.com.

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About POWDR

POWDR is an adventure lifestyle company that offers awesome experiences in amazing places. Within POWDR's portfolio are eight mountain resorts including Copper Mountain and Eldora Mountain Resort in Colorado; Killington and Pico Mountain in Vermont; Boreal Mountain Resort and Soda Springs in the Lake Tahoe region of California; Mt. Bachelor in Oregon, and Lee Canyon in Nevada. POWDR owns the Woodward camps and programs which includes Woodward PA, Woodward Copper in Colorado, Woodward Tahoe, Woodward West in Stallion Springs, CA, and Woodward Riviera Maya, Mexico. POWDR fuels participation in the adventure lifestyle with a collection of festivals, themed runs and branded events. Outside Television is the national active, outside-lifestyle programming network subsidiary of POWDR, Sun Country Tours in Oregon is the company's river rafting outfitter, and Powderbirds based out of Snowbird Resort in Utah is the company's heli-skiing operation. POWDR is headquartered in Park City, Utah with offices in Louisville, CO. www.POWDR.com.

ABOUT PLAY FOREVER

POWDR
ADVENTURE LIFESTYLE CO.





Play Forever is POWDR's commitment to protecting the environment and inspiring participation in adventure. POWDR believes there is nothing better for the soul than to live a balanced life full of adventure, and we believe future souls should have the same opportunities we have today. That means we all have a responsibility to engage the next generation and take action to keep these places we love around. POWDR does this by providing scholarships, reducing resource use, increasing renewable energy, influencing staff and guest actions to positively affect our environment, and advocating for sustainable policy and regulation.

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