



PACIFIC NORTHWEST SKI AREAS ASSOCIATION (PNSAA)

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PRESS RELEASE

Mt. Hood Meadows Ski Resort Wins Prestigious Silver Eagle Award

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Hood River, OR – Clif Bar & Company announced the winners of the prestigious Golden Eagle and Silver Eagle awards at last week's National Ski Areas Association (NSAA) convention held in Marco Island, Florida. Mt. Hood Meadows Ski Resort (MHM) snared the Silver Eagle Award for Stakeholder Relations. Established in 1993, the program consists of seven Silver Eagles and one Golden Eagle, which are conferred on NSAA-member ski areas. The Eagle awards program recognizes exceptional environmental programs. The NSAA is comprised of 326 North American ski area facilities.

Mt. Hood Meadows Ski Resort began working with the Confederated Tribes of the Warm Springs (CTWS) on stakeholder projects during the summer of 2004. MHM created voluntary 'exclusive use' areas for huckleberry harvesting within the MHM permit area. MHM also began working with the U.S. Congress to recognize the need for further tribal resource protection. In 2005, MHM hosted a lunch at the ski area for CTWS leaders, Congressman Greg Walden, Congressman Earl Blumenauer, and their respective staffs to discuss tribal needs, including 'exclusive use' authorities that would help shape public land management strategies for the greater Mount Hood region. The objective of the 'exclusive use' program is to protect the tribe's traditional, cultural, and historic uses of the land while enhancing the quality and quantity of the cherished huckleberry bush. "Huckleberries are a 'first food' and have tremendous spiritual and cultural importance to the CTWS. Berry bushes are being crowded out by brush and tree growth and impacted by commercial berry harvest. Our intention has been to bring the congressional delegation, tribal leaders, the USDA Forest Service, and ski area management together to help enhance the long term viability of the CTWS huckleberry resource," commented Dave Riley, vice president and general manager of Mt. Hood Meadows Ski Resort.

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Fifty-six Eagle applications were submitted for this year's Eagle awards program. For additional information specific to the 2006 Eagle awards program, contact Dean Mayer, Clif Bar & Company, at (510) 558-7855, x130, or via email at dmayer@clifbar.com. For information about MHM's sustainability initiative and stakeholder relations' strategies, contact Dave Riley at (503) 337-2222, x259.

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The Pacific Northwest Ski Areas Association is a non-profit trade association, which represents the interests of ski and snowboard facilities located in Washington, Oregon, Montana, Idaho, and Alaska. The Association's member ski areas – most of which operate on public land – collectively host an estimated 4.5 million skier visits annually. For additional information on Pacific Northwest skiing and snowboarding, contact the PNSAA office at (541) 386-9600, or visit www.pnsaa.org to link to the website of your favorite mountain.