

Vail Resorts Honors Colorado River Day with \$1 Million Gift to The Nature Conservancy

July 25, 2024 - Today, Vail Resorts, Inc. pledges \$1 million to [The Nature Conservancy](#) (TNC), a global environmental nonprofit working to create a world where people and nature can thrive. The support will span four years and is largely committed to the restoration of the Colorado River, which starts as snowmelt north of Grand Lake, Colorado and flows more than 1,400 miles, providing water for 40 million people. The flow of this critical resource has declined nearly 20% since 2000, with half of that decline attributed to temperature increase due to climate change. With support from Vail Resorts, TNC will focus on balancing water needs, upgrading traditional and natural water infrastructure, and working with Tribal Nations to create a more sustainable Colorado River Basin.

"We are a company that recognizes the importance of investment to inspire real action, and today, Vail Resorts reaffirms its dedication to sustainability through both investment and community engagement," said Kate Wilson, Vice President of Environmental and Social Responsibility for Vail Resorts. "Our desire to support The Nature Conservancy is rooted in shared values, and motivated by a shared passion for preserving the natural environments we all love. Alongside our dedicated teams, these opportunities to collaborate are helping us make progress towards our bold sustainability goals."

As a company rooted in the outdoors, Vail Resorts is committed to preserving the mountain communities where it operates. First announced in 2017, Vail Resorts' bold [Commitment to Zero](#) charts a course for the company to achieve a zero net operating footprint by 2030, including zero net emissions, zero waste to landfill, and zero net operating impact to forests and habitat. The company is ahead of schedule to reach its emissions goals, and on track in both waste and operating impact to habitat.

"We appreciate Vail Resorts' support of our Colorado River restoration and protection efforts and their donation has been integral to conservation success," says Carlos Fernandez, The Nature Conservancy's Colorado State Director. "Their support will help restore the ecosystems, communities and economies that rely on the mighty Colorado River. Through collective action, we are ensuring the river's legacy for generations to come."

In 2024, this donation is in addition to the \$1.1 million provided to the National Forest Foundation by Vail Resorts, funded by guest donations through EpicPromise. Guest donations help support environmental stewardship initiatives and projects that make the outdoors accessible to everyone, of all abilities and socioeconomic statuses. Since 2006, Vail Resorts has worked with partners like the National Forest Foundation, including the Tahoe Fund, Grand Teton National Park Foundation, Mountain Trails Foundation, and more.

To learn more about Vail Resorts' Commitment to Zero and sustainability stories, the company's 2022/23 Environmental & Social Responsibility Report can be read [here](#).

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About Vail Resorts, Inc. (NYSE: MTN)

Vail Resorts is a network of the best destination and close-to-home ski resorts in the world including Vail Mountain, Breckenridge, Park City Mountain, Whistler Blackcomb, Stowe, and 32 additional resorts across North America; Andermatt-Sedrun and Crans-Montana in Switzerland; and Perisher, Hotham, and Falls Creek in Australia – all available on the company's industry-changing Epic Pass. We are passionate about providing an Experience of a Lifetime to our team members and guests, and our EpicPromise is to reach a zero net operating footprint by 2030, support our employees and communities, and broaden engagement in our sport. Our company owns and/or manages a collection of elegant hotels under the RockResorts brand, a portfolio of vacation rentals, condominiums and branded hotels located in close proximity to our mountain destinations, as well as the Grand Teton Lodge Company in Jackson Hole, Wyo. Vail Resorts Retail operates more than 250 retail and rental locations across North America. Learn more about our company at www.VailResorts.com, or discover our resorts and pass

options at www.EpicPass.com.

Photo by Jason Houston.

Additional assets available online: [Photos \(1\)](#)

<https://stage.mediaroom.com/vailresorts/news-and-stories?item=123050>