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**DEER VALLEY RESORT
STORY STARTERS
(WINTER 2011/2012)**

**DEER VALLEY RESORT OPENS WITH ANNUAL CELEBRITY SKI FEST
December 3 & 4, 2011**

Deer Valley Resort kicks off its winter ski season each year with the excitement of the annual [Deer Valley Celebrity SkiFest](#), to be held on December 3 and 4, 2011. The invitational ski event pairs former Olympic ski legends with television and film celebrities for a weekend of skiing, live music and fundraising for the environmental group Waterkeeper Alliance.

The Deer Valley Celebrity SkiFest will include giant slalom races on both days of the event on Deer Valley's Birdseye run. The public is welcome to watch the ski racing portion of the event adjacent to the ski run. The Celebrity Race will be held Saturday, December 3 at noon, with the Pro-Am, race taking place on Sunday, December 4 at noon. The event will be aired on the CBS network on Sunday, December 4 at 5 p.m. EST, after NFL games. The Deer Valley Celebrity SkiFest is presented by JUMA Entertainment.

DEER VALLEY BLOGGING TEAM

Deer Valley Resort has assembled a blogging team of writers who cover various aspects of life at and around the famed resort. The bloggers are:

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JF Lanvers, a native of the Alps, has lived in Park City for 24 years. He's worked in nearly every aspect of the ski industry as well as in tour, travel and lodging throughout the years. He is seen as many days as possible enjoying the powder at Deer Valley with his wife and friends and provides many of the videos that are posted on Deer Valley's [YouTube](#) channel.

Vermont native Bari Nan Cohen has lived in Park City since 2001. She had an eight-year career in New York City as an editor at *Glamour*, *YM* and *Self* magazines and continues to write for many national publications today. She enjoys skiing Deer Valley with her husband and two sons.

Heidi Voelker, Deer Valley Resort Ambassador of Skiing and 12-year member of the U.S. Ski Team, competed in three Olympics and three World Championships. Voelker skis Deer Valley almost daily with groups and clinics. She lives in Park City with her husband and two sons.

Check out all of the Deer Valley blogs at blog.deervalley.com.

SNOWMOBILING WITH DEER VALLEY RESORT'S SUMMIT MEADOWS ADVENTURES

The Deer Valley operated Summit Meadows Adventures tours take place on the Garff Ranch (located on Brown's Canyon Road off Highway 248, a five-mile, ten-minute drive from Park City's Main Street). Summit Meadows Adventures has access to over 7,000 acres of pristine open lands on which to snowmobile. Tours are completely guided and non-intimidating even for beginners.

Transportation to and from Garff Ranch is provided and Summit Meadows Adventures accepts groups as large as 90 guests. For rates and schedules, see deervalley.com/activities. Summit Meadows Adventures will operate daily during Deer Valley Resort's upcoming ski season, December 3, 2011, through April 15, 2012, weather and conditions permitting. Reservations are required and may be made by calling 435-649-SNOW (7669) or 800-424-DEER (3337).

NASTAR NATION

Deer Valley Resort offers the excitement of NASTAR racing at its race course on Bald Mountain

near the Silver Lake Lodge and it is frequented regularly by guests. Open daily from 10 a.m. to 3 p.m., during the winter season (weather permitting), NASTAR is the largest recreational ski race program in the world, developed by *SKI Magazine* in 1968, and is available at over 120 of the nation's premier resorts. This fun, competitive and easily accessible racing program allows racers of all ages and abilities a means to compare themselves with one another, regardless of when and where they race. This is accomplished by establishing the National Standard on each NASTAR course, and through a racer handicap system.

DEER VALLEY'S RENOWNED ATHLETES

Deer Valley has long supported ski athletes, both those established and those working their way into the annals of ski history. The resort is proud to call these athletes part of the Deer Valley family.

Deer Valley Director of Skiing Stein Eriksen

The name Stein Eriksen has been synonymous with style and elegance since his gold medal (giant slalom) and silver medal (slalom) victories in the 1952 Oslo Olympics. He celebrated the 50th anniversary of those medals when Deer Valley hosted the 2002 Olympic Winter Games alpine slalom and freestyle aerial and mogul events ten years ago this season. Stein also won three gold medals at the World Championships in Åre, Sweden in 1954 in slalom, giant slalom and the combined races, making him the first alpine skier in the world to win triple gold at a World Championship. Stein has served as host of Deer Valley's five-star, five-diamond Stein Eriksen Lodge and as director of skiing at Deer Valley since 1981. In his capacity at the resort, Stein entertains guests with his signature skiing style, assists with VIP special events and activities, and always enjoys spontaneous photo opportunities with enamored Deer Valley guests.

Deer Valley Ambassador of Skiing Heidi Voelker

Deer Valley's Ambassador of Skiing, Heidi Voelker was a 12-year member (1985 to 1997) of the U.S. Ski Team and has competed in the Olympics three times. Heidi also served on the World Championship Team for the U.S. three times. She has six top-10 World Cup finishes to her credit, including a third place finish in 1994. Heidi finished her illustrious racing career with

a third place finish in the giant slalom event at the U.S. Nationals in 1996. Heidi Voelker became a “head gear” skier for Deer Valley Resort in 1995, and was named Deer Valley’s Ambassador of Skiing in 1997. As Ambassador, Heidi skis with groups, media and VIPs, attends special events and activities at the resort, and can be seen shredding up the slopes frequently with her signature oh-so-smooth style. Heidi is also the first woman and living person to be featured on a state license plate.

Paralympian Stephani Victor

In 1995, at the age of 26, Stephani Victor was involved in a tragic auto/pedestrian accident. In order to save her life, doctors had to amputate both of her legs. It didn’t slow the young woman down. A Park City local, Stephani has been racing since 1999, after taking her first disabled ski lesson. She’s enjoyed numerous accomplishments on snow, including winning the gold medal in super combined and silvers in slalom and giant slalom at the 2010 Paralympic Winter Games in Vancouver; the gold medal in slalom at the 2006 Paralympic Games in Torino, Italy; and the bronze medal in downhill during the 2002 Paralympics in Utah. She has also won the coveted Overall World Cup Globe five times, three times in slalom, once in giant slalom and the combined in the 2006/2007 season and numerous other International Paralympic Committee World Championship titles. Stephani competes on Rossignol racing equipment in the women’s sitting category mono-skiing. She skis and trains at Deer Valley.

Freestyle Mogul Skier Bryon Wilson

U.S. Ski Team member Bryon Wilson is the newest member of the Deer Valley family of athletes. Bryon started skiing at three and turned to freestyle by the age of 12. Bryan attends Westminster College in Salt Lake City. He placed third in moguls at the Vancouver Olympic Games in 2010 earning a bronze medal! In 2009, Wilson had two second place World Cup finishes and was U.S. National Champion. He trains and skis at Deer Valley.

SHOP DEER VALLEY

NextGen DV is a brand new retail store featuring the latest in outerwear for Deer Valley’s “next generation” of skiers from toddlers to teens. A great selection of outdoor apparel and accessories will be available from Spyder, Volkl, Karbon, Marker, Bogner, Patagonia, Rossignol and many

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other brands. NextGen DV will be located in the retail space formerly occupied by Kindersport in Snow Park Lodge.

Deer Valley Etc. is a sundry shop serving specialty coffees such as lattes, mochas and cappuccinos, hot chocolate, chai, juices and bottled waters, and snack items such as candy bars, chips, muffins and trail mix. Deer Valley Etc. also sells gourmet food items and gift items including logoed accessories and a line of Deer Valley coffee mugs. Deer Valley Etc. is open daily during ski season, on the plaza level of Snow Park Lodge, from 8 a.m. to 5:30 p.m.

Deer Valley's Signatures stores offer high-quality resort apparel and logoed merchandise and gifts such as fleece vests and jackets, sleepwear, sweatshirts, t-shirts and ball caps. Gift items include hand-painted dishware, logoed teddy bears, crystal glassware, ornaments, blankets, jewelry, ski videos and Deer Valley's two best-selling books: a beautiful coffee table book, *Deer Valley: The Quest for Excellence*, and the resort cookbook, *Chocolate Snowball: and Other Fabulous Pastries from Deer Valley's Bakery*, re-printed last year in paperback. *Signatures* also offers gourmet food items such as Deer Valley Jumbo Cookie Mix, Deer Valley Turkey Chili Mix, Deer Valley Cilantro Lime Glaze, Deer Valley Fireside Fig Mustard, Deer Valley Sherry Pecan Vinaigrette and Deer Valley Grilling Marinade. For store hours, see deervalley.com. To place a phone order at Deer Valley *Signatures*, call 800-833-2002 or 435-615-6306. To order from the online store, visit deervalley.com. Orders can also be faxed to 435-615-6307.

Shades of Deer Valley offers Deer Valley-logoed sunglasses and goggles, including Maui Jim, Smith and Panoptx, Gucci and Kaenon brands in addition to others. Shades of Deer Valley also offers other accessory items as well as gift cards. The store is located on the lower level of the Snow Park Lodge and is open daily throughout the ski season.

For more information on story ideas from Deer Valley Resort, please contact Deer Valley Communications Manager Emily Summers at 800-424-DEER (3337), or 435-645-6522, or visit the resort website at deervalley.com.

*For a remarkable **five** years running, Deer Valley is honored to be named the #1 ski resort in North America by the readers of SKI Magazine in 2012.*