



Contact: Emily Summers  
Communications Manager  
**Deer Valley Resort**  
800-424-DEER (3337) or  
435-645-6522  
Email: emily@deervalley.com

Jessica Fredrickson  
Communications Coordinator  
**Deer Valley Resort**  
800-424-DEER (3337) or  
435-645-6518  
Email: jfredrickson@deervalley.com

### **DEER VALLEY RESORT INVESTS \$7 MILLION IN IMPROVEMENTS FOR THE 2011/2012 SEASON**

DEER VALLEY RESORT, PARK CITY, UTAH (Winter 2011/2012) – Deer Valley Resort management announced that it has invested \$7 million in improvements for the upcoming 2011/2012 ski season.

“Utah mountain resorts enjoyed a healthy ski season last year and we are pleased to be able to invest in amenities and improvements for our guests,” says Bob Wheaton, resort president and general manager. “Many of our improvements this year center around upgrading our grooming and snowmaking equipment and the learning experience of guests and our younger skiers, who are the future of Deer Valley Resort.”

#### **Deer Valley 2011/2012 Improvements Include:**

- The purchase of four new SunKid conveyor lifts to transport beginner skiers and young children up the ski slopes more efficiently. Three will be on the Wide West ski run (one replacement and two new additions) and the fourth will replace an older conveyor lift in the Silver Lake area
- Moving the Snowflake chairlift 300 feet up hill. One of the new conveyor lifts will now carry children or beginner skiers from behind Snow Park Lodge to the bottom of the Snowflake chairlift

*-more-*

- The creation of a new retail store, NextGen DV, 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 other brands. NextGen DV will be located in the retail space formerly occupied by Kindersport in Snow Park Lodge
- A new frozen yogurt shop called “Quincy’s Frozen Yogurt,” after one of Deer Valley’s mascots. Located in NextGen DV in Snow Park Lodge, Quincy’s will offer self-serve frozen yogurt and a tempting assortment of toppings
- The addition of a permanent outdoor play area for the Children’s Center adjacent to Snow Park Lodge
- The addition of four new snowcats to the Deer Valley fleet, two of which are Prinoth Beasts
- The addition of 41 energy-efficient snowguns for snowmaking
- The replacement of the snowmobile fleet (40 machines) at Summit Meadows Adventures with new equipment

For more information on Deer Valley Resort’s 2011/2012 on-mountain improvements, see [deervalley.com](http://deervalley.com) or contact resort Communications Manager Emily Summers at 800-424-DEER (3337) or 435-645-6522.

*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.*