



Contacts: Matt Peterson VP of Marketing and Brand Management Soda Springs Mountain Resort <u>mpeterson@rideboreal.com</u> 530.426.3666 x33184 720.244.9109 (cell) Melissa Williams melissatahoefocus@gmail.com 530.448.9351

For Immediate Release

Soda Springs Launches Snowmaking Using Recycled Water for 2015-16 Season

Soda Springs, Calif. (November 19, 2015) —Soda Springs Mountain Resort is ramping up for the winter with a unique approach to ensure enough snow remains on the mountain for skiers this season. The resort will lead the region as the first ski area in California to make snow using recycled water. This innovation is the result of a shared vision and partnership with Donner Summit Public Utility District (DSPUD).

"Snowmaking using recycled water provides a resource that supports a consistent and more predictable operating season, which has been a challenge with the lack of natural snowfall and available water for snowmaking in previous years," said Amy Ohran, General Manager of Soda Springs Mountain Resort. "We are proud to be the state's leader in using recycled water for snowmaking. We've made significant investments in our infrastructure that will generate a great mountain product and enhance guest experiences while conserving our region's valuable potable water supply."

Soda Springs Mountain Resort and DSPUD have partnered to develop this innovative solution in response to a lack of potable water available for snowmaking. In order to meet regulated discharge requirements, DSPUD recently completed a \$24 million project converting its treatment process from a chlorination/de-chlorination system to a state-of-the-art, UV disinfection process, resulting in highly treated, pathogen-free, crystal clear water that is cleaner than surface water.

"Our recent plant upgrades presented us an opportunity that would allow the District to fulfill two key benefits – preserve drinking water supplies and provide an alternate source for snowmaking to one of our valued customers. It's a win-win for our community," according to Tom Skjelstad, General Manager of DSPUD. There is another benefit. The snow that is made is effective water storage in the winter that will be released back into the ground and surface water flows as the snow melts. The South Yuba River is the direct benefactor of the runoff.

Barbara Getz, board president of South Yuba River Citizens League (SYRCL) stated, "SYRCL is excited to see Donner Summit Public Utility District provide this alternate water source for snowmaking. It's a positive for Soda Springs Mountain Resort and the community and will ultimately benefit the health of the South Yuba River."

Recycled water is regarded as one of the best water supply alternatives for non-potable uses and it is strictly monitored by state and federal agencies that are responsible for guaranteeing the quality of tertiary treated water used for non-potable purposes. DSPUD produces tertiary treated recycled water that meets or exceeds Title 22 requirements as mandated by the State of California. The water used for snowmaking is frequently tested and is safe for human contact as regulated by the Regional Water Quality Control Board in consultation with the California Department of Public Health.

Soda Springs Mountain Resort is known for its family friendly snow play and learn to ski/ride programs. Consistent operating seasons benefit its guests, employees and the community and will support future innovations at the resort.

"We are proud to be developing skiing families. While we are starting off this year with great natural snowfall, we know that can change. Our new snowmaking system guarantees a successful season for our employees, guests and community," said Ohran.

Soda Springs Ski Resort will host an event to celebrate the inauguration of its recycled water project on December 19 beginning at 11:00 a.m.

About Soda Springs: As the longest running ski resort in California, Soda Springs Mountain Resort is the best place to explore the magic of winter in Tahoe. Secluded in the picturesque pines and conveniently located directly off of Interstate-80, the welcoming resort spirit and relaxed atmosphere is perfect for families new to snow. Soda Springs Mountain Resort specializes in learning to <u>ski and snowboard</u> with affordable lesson packages for all ages. Soda Springs offers <u>Planet Kids</u>, a dedicated snow play area designed for children ages 8 & under. Planet Kids is best described as a snow playground, featuring tubing carousels, snow-tubing lanes, ski/snowboard specific learning areas, snow volcanoes to climb and more. For more information, visit: http://www.skisodasprings.com

About the Donner Summit Public Utility District: The Donner Summit Public Utility District (DSPUD) provides water and wastewater treatment for the Donner Summit area (Placer and Nevada counties) in the Sierra Nevada Mountains. The DSPUD strives to serve and treat water to the benefit of our environment including the human, animal and plant life within our watershed and beyond. <u>DSPUD.com</u>