



FOR IMMEDIATE RELEASE

Squaw Valley | Alpine Meadows Announces Commitment to Change Its Name
'Squaw' to Be Removed From Destination Name

[OLYMPIC VALLEY, Calif.] Aug. 25, 2020 – Squaw Valley Alpine Meadows announces today it is making a commitment to change the name of the legendary California mountain destination.

After extensive research into the etymology and history of the term “squaw,” both generally and specifically with respect to Squaw Valley, outreach to Native American groups, including the local Washoe Tribe, and outreach to the local and extended community, company leadership has decided it is time to drop the derogatory and offensive term “squaw” from the destination’s name.

Work to determine a new name is slated to begin immediately and will culminate with an announcement of a new name in 2021. Implementation of the name change will occur after the winter season concludes in 2021.

“With the momentum of recognition and accountability we are seeing around the country, we have reached the conclusion that now is the right time to acknowledge a change needs to happen. While we love our local history and the memories we all associate with this place as it has been named for so long, we are confronted with the overwhelming evidence that the term ‘squaw’ is considered offensive,” said Ron Cohen, president and COO of Squaw Valley Alpine Meadows. “As much as we cherish the memories we associate with our resort name, we must accept that these emotional attachments do not justify our continuing use of a word that is widely accepted to be a racist and sexist slur. We will find a new name that reflects our core values, storied past, and respect for all those who have enjoyed this land. While the resort name will change, this special place will always be the location of the 1960 Winter Olympics, the home of our beloved KT-22 chairlift, the place where extreme skiing pioneers changed the sport forever, and the treasured mountain home for so many people who revere this amazing ski resort.”

A renaming project team headed by resort leadership will oversee the selection of the new name.

For more information on this decision, as well as the history surrounding the word “squaw,” please visit: <https://squawalpine.com/squaw-valley-alpine-meadows-name-change>.

About Squaw Valley | Alpine Meadows

Squaw Valley Alpine Meadows is an internationally renowned mountain resort in North Lake Tahoe, California and proud host of the 1960 Olympic Winter Games. The resort spans 6,000 skiable acres across two mountains, with stunning views of Lake Tahoe and the Sierra Nevada. Skiers and riders of all ability levels are welcomed by over 65 percent beginner and intermediate terrain, while legendary steeps, towering cliffs and heart-pumping chutes continue to be ground zero for boundary breaking skiing and riding. The resort features slopeside lodging at The Village at Squaw Valley®, which bustles year-round with nonstop events and over 50 bars, restaurants and boutiques. With an annual average of 450 inches of snowfall and 300 sunny California days, Squaw Valley Alpine Meadows is known as the Spring Skiing Capital™ and provides the longest ski and snowboard season in Lake Tahoe. Squaw Valley Alpine Meadows is on the [Ikon Pass](#), the new standard in season passes, which grants access to 43 iconic destinations across five continents. Ahead of the 2020-21 ski season, Squaw Valley Alpine Meadows announced its commitment to change the resort name, removing the word “squaw,” which is widely considered offensive. The resort has begun

work on determining a new name, which will be unveiled in 2021. Visit the [Squaw Valley Alpine Meadows website](#) or call 1.800.403.0206 to learn more. You can also visit us on [Instagram](#), [Twitter](#), [Facebook](#) and [Vimeo](#).

About Alterra Mountain Company

Alterra Mountain Company is a family of 15 iconic year-round mountain destinations, including the world's largest heli-ski operation, offering the Ikon Pass, the globe's newest season pass that invites skiers and riders to seek the unique of each mountain. The company owns and operates a range of recreation, hospitality, real estate development, food and beverage, retail and service businesses. Headquartered in Denver, Colorado, with destinations across the continent, Alterra Mountain Company is rooted in the spirit of the mountains and united by a passion for outdoor adventure. Alterra Mountain Company's family of diverse playgrounds spans six U.S. states and three Canadian provinces: Steamboat and Winter Park in Colorado; Squaw Valley Alpine Meadows, Mammoth Mountain, June Mountain and Big Bear Mountain Resort in California; Stratton and Sugarbush Resort in Vermont; Snowshoe in West Virginia; Tremblant in Quebec, Blue Mountain in Ontario; Crystal Mountain in Washington; Deer Valley Resort and Solitude Mountain Resort in Utah; and CMH Heli-Skiing & Summer Adventures in British Columbia. Also included in the portfolio is Alpine Aerotech, a worldwide helicopter support and maintenance service center in British Columbia, Canada. Alterra Mountain Company honors each destination's unique character and authenticity and celebrates the legendary adventures and enduring memories they bring to everyone. For more information, please visit www.alterramtnco.com.

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