



Sunrise Park Resort
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Press Release

FOR IMMEDIATE RELEASE

MARCH 6, 2021

Sunrise Park Resort to host end of season event on March 13-14, 2021

Greer, Arizona - Sunrise Park Resort announces that the final lift of the 2020/21 ski season will leave the base of Sunrise Mountain at 4:00 p.m. on Sunday, March 14, 2021. To send the season off with a celebration, the ski resort will be hosting several events and activities throughout the weekend.

Customer Appreciation: Sunrise Park Resort will be celebrating its customers on Saturday, March 13, 2021. Skiers and boarders can expect live music by Lady Krow and Greywolf, a scavenger hunt, 10% off food, and complimentary food and drink for season pass holders. Additionally, the first 50 people to purchase a lift ticket at the Ticket Booth will receive 20% off.

Night Skiing: Sunrise Park Resort will be extending their hours of operation on Saturday, March 13, 2021 for night skiing on Sunrise Mountain. Lifts will be running from 4:30 p.m. - 9:00 p.m. Day lift tickets will include night skiing. A limited number of tickets will be available for purchase in-person or online at www.sunrise.ski.

Fireworks: Sunrise Park Resort will be saying goodbye with a bang! A fireworks display will begin after sundown on Saturday, March 13, 2021. The display will be visible from the base of Sunrise Mountain.

"Although this year's season was short, I am very proud of the Sunrise team" said General Manager Roger Leslie. "They have rallied together to combat many challenges this season, including COVID-19, a slow start to snowfall and significant melting this spring. We are disappointed to be closing early this year, but we will use this time to continue executing work on our resort development plan and preparing for the summer season."

To keep up to date with Sunrise Park Resort's summer plans, visit www.sunrise.ski.

About Sunrise Park Resort:

Sunrise Park Resort, owned by the White Mountain Apache Tribe, is nestled in the White Mountains of eastern Arizona. Located 220 miles (4-hours) from both Phoenix, AZ and Albuquerque, NM, Sunrise Park Resort is one of the Southwest's premiere skiing destinations and offers 65 runs spread out across three peaks. In the summer, the resort transforms into a cool mountain getaway, offering activities such as Arizona's longest and fastest zipline, the only lift-served mountain biking trails in the state, hiking trails, kayaking and more. For the past 50 years, Sunrise Park Resort has been the prime draw for tourism in the White Mountains and looks forward to continuing to welcome tourists for decades to come. For more information, please visit www.sunrise.ski.

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