



Sunrise Park Resort

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FOR IMMEDIATE RELEASE

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Sunrise Park Resort Announces Opening Day With a Major Focus on Families and Kids

Sunrise Park Resort is thrilled to welcome families back to the mountain as the 2025/26 winter season officially begins on **Friday, December 12**. This year, Sunrise is launching its most family-friendly initiatives yet, designed to make skiing and snowboarding more accessible, more affordable, and more fun for kids of all ages.

A cornerstone of this season's effort is Sunrise's new **family-focused ticket structure**, created to help parents introduce their children to winter sports without the high cost often associated with a day on the mountain. **Children 12 and under ski and ride for free**, and **seniors 75+ also receive free lift tickets**, making Sunrise one of the most family-inclusive resorts in the Southwest. All other ages enjoy dynamic pricing starting at just **\$25**, ensuring families can enjoy quality time together on the slopes at a price that fits their budget.

This season, Sunrise has also made significant upgrades to improve the experience for young learners and families. The resort has added **24 new snowmaking units**, including air/water Grizzlys, tower fan guns, and swing-arm mounted fans strategically placed to ensure consistent snow coverage—even during warm or dry periods. These improvements help ensure that learning areas, family-friendly trails, and beginner zones have the reliable snow parents count on when planning winter trips.

"We're incredibly excited to welcome families back to Sunrise for a season built around accessibility, affordability, and fun," said Sunrise Park Resort General Manager, **Walter Guasch**. "Whether a child is learning to ski for the first time or a family is returning to make new memories, we want Sunrise to be the place where those experiences happen. With our new ticket structure and expanded snowmaking, this is one of the best years ever for families to get outside and enjoy the mountain together."

Families planning their visit are encouraged to purchase tickets online and follow Sunrise Park Resort on social media (@sunriseskiaz) for updates on snowmaking progress, trail openings, kids' programs, and special family-focused events happening throughout the season.

Media Inquiries:

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About Sunrise Park Resort:

Sunrise Park Resort, owned by the White Mountain Apache Tribe, is nestled in the White Mountains of eastern Arizona. Located within a 4-hour drive of Phoenix, AZ, Tucson, AZ, and Albuquerque, NM, Sunrise Park Resort is a year-round recreation destination, offering a wide range of activities including skiing, snowboarding, and ski biking in the winter, and zip-lining, mountain biking, and archery in the summer. There is also a year-round alpine coaster and tubing hills in both summer and winter seasons. Sunrise is committed to providing exceptional guest experience, making it the perfect getaway for adventure and relaxation.



Sunrise Park Resort is owned and operated by the White Mountain Apache Tribe