



Sunrise Park Resort
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Press Release

FOR IMMEDIATE RELEASE

December 2, 2022

Sunrise Park Resort Opens for the 2022/23 Ski Season

Greer, Arizona – December 2, 2022 – Sunrise Park Resort opened for the 2022/23 ski season Friday, December 2, 2022. The resort has been making snow since October 23 and has a base layer of over two feet of snow across all open trails. Sunrise Park Resort is now open Friday through Sunday from 9:00 am to 4:00 pm and plans to transition to daily operation starting December 16, 2022.

Open Trails: For opening weekend Spirit Ridge (Lift 8) will provide access to the trails Fairway, Pinedale, and Rooster Pass. Pony Double (Lift 2) will also provide access to the Bunny Hill for beginners.

Dining: Sunrise has three restaurants open at this time with the other four scheduled to open later this season. Dining for opening weekend includes the Sunrise Day Lodge Cafeteria, Sunrise Pub, and Midway Café. All dining locations feature updated menus with quality food, drinks, craft beers, and vegetarian options.

Rentals and Lessons: Rentals are available on-site at the new rental shop on the second floor of Sunrise Day Lodge. Private lessons are now available for ages four and up. Group lessons will be available after December 16. Both lessons and rentals are available for on-site purchase with online booking coming soon.

Cross Country Skiing and Snow Tubing will be available later this season as snow levels increase. Guests can visit the Sunrise website for a daily snow report with up-to-date snowfall levels, trail status, and condition information.

In an opening ceremony speech this morning, General Manager Todd Clarke said:

"In the last year we have brought Sunrise to a whole new light. We have worked on projects that I could probably go on all day. We have a Cyclone access solution coming late December, we have converted Lifts 2 and 4 from analog to digital, we have re-build the decks of the day lodge and Apache Peak lodge, our snowmaking team has doubled the capacity of their efforts by repairing a million dollar compressor system that sat idle for years, and our hotel is undergoing a full renovation of all guest rooms and common areas. At the end of the day it's everyone in this team that is making that happen. Even on that team are our customers. We are re-investing the love and passion of our guests into making Sunrise the best place possible."

More information about Sunrise Park Resort, including lift tickets, rental info, and dining menus, are available on the Sunrise website at www.sunrise.ski.

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 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 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, lake fishing, and camping.



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