



Sunrise Park Resort
www.sunrise.ski
928-735-7669
200 Highway 273
Greer, AZ 85927

Press Release

FOR IMMEDIATE RELEASE

November 4, 2026

Sunrise Park Resort Begins Snowmaking for 2025/26 Season with Major Equipment Upgrade

Greer, Arizona – Sunrise Park Resort officially kicked off snowmaking operations on Saturday, November 1, marking the start of preparations for the 2025/26 winter season. With a target opening date of Friday, December 12, the resort is focused on building strong base levels across key trails while awaiting natural snowfall.

This season's snowmaking efforts are bolstered by a significant equipment upgrade. Last week, Sunrise received and installed 24 new pieces of snowmaking equipment from SMI Snow Makers, dramatically enhancing coverage, efficiency, and reliability across the mountain.

The new additions include:

- 9 air/water SMI Grizzlys with compressors designated for the Nastar
- 9 manual air/water SMI Grizzlys for flexible deployment across various terrain
- 2 fan guns mounted on swing arms for strategic coverage at Midway and Lodgeview
- 2 regular tower fan guns
- 2 access tower fan guns targeting Fairway and Pinedale

"We couldn't be more excited about these incredible upgrades to our snowmaking capabilities!" said Walter Guasch, General Manager. "This investment shows our dedication to providing the best possible experience for our guests all season long. Our team now has state-of-the-art equipment that will help us deliver outstanding snow conditions from opening day through spring, with enhanced coverage across the mountain. It's going to be a fantastic season."

Guests can follow snowmaking progress and winter updates online at www.sunrise.ski and on Sunrise's social media channels.

Media Inquiries:

Tyler Shultz, Marketing Director
marketing@sunriseskipark.com

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 an exceptional guest experience, making it the perfect getaway for adventure and relaxation.



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