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FOR IMMEDIATE RELEASE

1-6-07 - Grand Targhee Resort, Alta, Wyoming

Grand Targhee and NSAA Celebrate National Safety Awareness Week January 13-19, 2007

National Safety Awareness Week is sponsored by the National Ski Areas Association (NSAA) and celebrated each year to promote skier/snowboarder safety. The overall rate of reported ski injuries has declined by 50% since the early 1970's and with the collaborative efforts between ski areas across the country and the NSAA, the initiative continues to make the ski slopes safer for everyone.

Grand Targhee Resort is hosting a variety of events to help promote "Safety on the Slopes" and for the past several years the resort has encouraged local youth to participate in its Safety Poster Contest. Participation is open to both elementary and middle school children (single children or groups of 4 to 6 students). Interested students can contact their school principal for entry deadlines and further details or the resort directly at 353-2300 x1313. Ski Patrol and their rescue dogs will again host the popular safety assemblies in local schools educating them on practicing safe skiing and becoming familiar with the Responsibility Code (published in the Grand Targhee Trail Map and on the resort website). There will also be Avalanche Dog Demonstrations at the base area on Saturday the 13th and Thursday the 18th at 2:30 pm. Every skier and rider plays an important role in their own safety and the safety of others on the mountain. Grand Targhee hopes to make everyone aware of the role each individual plays in staying safe while having a great time. To find out more about National Safety Awareness Week visit the National Ski Area Association website @ www.nsaa.org. For a current ski and mountain report, call 1-800-TARGHEE or visit www.grandtarghee.com.

Your Responsibility Code

Skiing and snowboarding can be enjoyed in many ways. At ski areas you may see people using alpine, snowboard, telemark, cross country and other specialized ski equipment, such as that used by disabled or other skiers. Regardless of how you decide to enjoy the slopes, always show courtesy to others and be aware that there are elements of risk in skiing that common sense and personal awareness can help reduce. Observe the codes listed below and share with other skiers the responsibility for a great skiing experience.

- Always stay in control, and be able to stop or avoid other people or objects.
- People ahead of you have the right of way. It is your responsibility to avoid them.
- You must not stop where you obstruct a trail, or are not visible from above.
- Whenever starting downhill or merging into a trail, look uphill and yield to others.
- Always use devices to help prevent runaway equipment.
- Observe all posted signs and warnings. Keep off closed trails and out of closed areas.
- Prior to using any lift, you must have the knowledge and ability to load, ride and unload safely.

SMART STYLE represents freestyle terrain safety.

Know it. Respect it. Use it.

- **LOOK BEFORE YOU LEAP** - Scope around the jumps first, not over them. Know your landings are clear and clear yourself out of the landing area.
- **EASY STYLE IT** - Start small and work your way up. (Inverted aerials not recommended).
- **RESPECT GETS RESPECT** - From the lift line through the park.

KNOW THE CODE AND SMART STYLE. IT'S YOUR RESPONSIBILITY.

This is a partial list. Be safety conscious.

Officially endorsed by: NATIONAL SKI AREAS ASSOCIATION.