



3300 E. Ski Hill Road
Alta, WY 83414

FOR IMMEDIATE RELEASE 4/22/08

Grand Targhee Resort Going Smoke Free!

Effective: Effective Saturday June 1st, 2008
WHERE: Grand Targhee Resort
CONTACT: David Hudacsko p.307.353.2300 x1317 / e. dave@grandtarghee.com

Grand Targhee Resort is committed to creating a healthier community and environment for all visitors and employees. This commitment takes a significant step forward this summer when the Alta, Wyoming, full-service resort proclaimed the entire base area to become smoke free. This enhanced smoke free policy goes into effect Sunday, June 1st with the resort's official summer operating season scheduled for Saturday, June 21st.

The policy asks all visitors and employees of the resort to refrain from smoking anywhere at the resort except for in one designated area. Therefore, as of June 1, 2008, Grand Targhee will prohibit smoking throughout the resort. Smoke Free areas include all buildings, the entire base area, parking lots, lift lines, and chairlifts. Smoking will only be allowed in a designated smoking area, which will be located at the east end of the main parking lot, near the island of trees (location subject to change). Appropriate trash receptacles will be located in this area.

This Smoke Free environment move has developed on the following timeline:

2002 – All resort lodging units designated smoke free
2003 – All resort base facilities, including Trap Bar designated smoke free
2008 – Resort prohibits smoking throughout the permit area

“Our pristine environment immediately conjures up clean air and the participation in a healthy lifestyle. I truly believe our comprehensive no-smoking policy definitely compliments that expectation and that our guests and staff will all directly benefit from this new initiative,” said Susie Barnett-Bushong, Director of Marketing.

The Center for Disease Control reports that in 2006, tobacco related illnesses were the leading cause of preventable death in the country (killing over 400,000 people) and second hand smoke exposure was the third leading cause of preventable death (killing close to 50,000 people).

There are free resources for quitting tobacco use and can be accessed by contacting the Teton County Tobacco Prevention Program at (307) 734-9718.

Grand Targhee Resort is a full-service, year-round resort located in Alta, Wyoming. Situated on the western slope of the Teton Mountains, Grand Targhee is located in the Caribou-Targhee National Forest and adjacent to the Jedediah Smith Wilderness Area.