



**FOR IMMEDIATE RELEASE**

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## **Durango Mountain Resort Announces Locals Benefit Day Recipients**

*Lift Ticket Sales on Designated Days Help Local Non-Profit Organizations*

DURANGO, Colo. – Durango Mountain Resort is pleased to announce this year’s recipients of Locals Benefit Days. As part of its annual program, Durango Mountain Resort will host four Locals Benefit Days with portions of the ticket sales benefiting local non-profit organizations. This year’s recipients and the corresponding benefit days are: the Durango Foundation for Educational Excellence (Dec. 18, 2011); Community Connections, Inc. (Jan. 22, 2012); Durango Independent Film Festival (Feb. 12, 2012); and Durango Devo (Mar. 25, 2012).

“Durango Mountain Resort is proud to continue its program that has assisted non-profit organizations for the past 20 years,” said Gary Derck, CEO of Durango Mountain Resort. “It’s a great way to help provide additional resources to local organizations making a difference in the community.”

Durango Mountain Resort received applications from 24 local organizations for consideration. “With so many applications from worthwhile organizations, it was extremely difficult to choose just four organizations,” commented Derck. “La Plata County is fortunate to have so many incredible organizations that provide immense benefits to our community.”

Discounted lift tickets will be sold on Dec. 18, 2011, Jan. 22, 2012, Feb. 12, 2012 and Mar. 25, 2012 with a portion of the proceeds benefiting designated local non-profit organizations. Locals Benefit Day lift tickets are \$40 adults; \$32 students/seniors; and \$25 children. Locals Benefit Day lift ticket coupons will be available in local publications and online at [www.skipurg.com/localsday](http://www.skipurg.com/localsday).

The recipient of the first benefit day of the season on Dec. 18 will be the Durango Foundation for Educational Excellence, which provides funding for projects and programs that are not included in the 9-R School District’s budget, filling the gap left by budget cuts to enrich children’s academic experience. This year’s focus is on literacy achievement and the Foundation is working to provide reading materials and resources for elementary schools, middle schools and the high school.

Since its inception in 1992, Durango Mountain Resort’s Locals Benefit Days have generated more than \$250,000 for Durango-area charities. Past Benefit Day recipients include the Silverton Avalanche School, Mercy Health Foundation, Trails 2000, Riverhouse Children’s Center Boys & Girls Club of La Plata County, Manna Soup Kitchen, Music in the Mountains’ “Goes to School” program, La Plata Search and Rescue, the United Way, the FLC Community Concert Hall Fund, the La Plata County Historical Society, the La Plata County Humane Society, the San Juan Mountain Association, Big Brothers/Big Sisters of La Plata County, the Durango World Cup, Southwest Colorado Cares (9/11 Tragedy), the San Juan Mountain Association, the Durango Arts Center, Volunteers of America, the Durango Discovery Museum, the Durango Winter Sports Foundation, Durango Nature Studies and the American Red Cross.

For more information or to book a vacation, call 800-525-0892, visit [www.durangomountainresort.com](http://www.durangomountainresort.com), or follow us on [www.facebook.com/skipurg](http://www.facebook.com/skipurg) and [www.twitter.com/skipurg](http://www.twitter.com/skipurg).

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