



FOR IMMEDIATE RELEASE

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PURGATORY SEEKS APPLICANTS FOR LOCALS BENEFIT DAYS!

Local Non-Profit Organizations Invited to Apply for Annual Program.

DURANGO, Colo. – October 18, 2011 – Durango Mountain Resort is currently accepting applications from non-profit organizations in the Durango area to become a beneficiary of one of this year's Locals Benefit Days.

As part of its annual program, Durango Mountain Resort will host four Locals Benefit Days. 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.

Applications for Benefit Days can be found at http://skipurg.com/index.cfm/fa/category.display/category_id/210. **The deadline to apply is Friday, November 4, 2011.** This year's Locals Benefit Days recipients will be announced later in November. Questions regarding Benefit Days should be directed to Lisa Foster, lfoster@durangomountain.com or (970) 426-7221.

Since its inception in 1992, Durango Mountain Resort's Locals Benefit Days have generated more than \$250,000 for Durango-area charities, raising up to \$30,000 during a single event. 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' "MITM 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, the Durango Foundation for Educational Excellence, 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, Trails 2000, the Durango Winter Sports Foundation, Durango Nature Studies and the American Red Cross.

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