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Teton County's Ski Resorts set new national standard for smokefree air!

<Teton County, WY, May 23, 2008> - No longer just known for the bold ski lines they offer, Teton County's three Ski Resorts will now be known for their bold commitment to the health of their staff and customers. As of June 1, 2008, Grand Targhee Resort, Jackson Hole Mountain Resort and Snow King Resort will all be establishing smokefree policies resort-wide. These new policies will prohibit cigarette smoking in all indoor and outdoor areas with the exception of a few designated smoking areas which will be located outdoors, appropriately away from open doors and windows.

The Resorts' commitment to health marks a "first" nationally on a number of fronts. No other large US Ski Resorts have passed such comprehensive smokefree policies voluntarily (without the influence of a local or statewide smokefree ordinance). Furthermore, no other Resorts have passed smokefree policies in collaboration with one another in order to send a strong wellness message to the local, statewide and national community.

Grand Targhee Resort, Jackson Hole Mountain Resort and Snow King Resort partnered with the Teton County Tobacco Prevention Program (funded by the Wyoming Department of Health) on this effort. These organizations were joined in their collaboration by two other local businesses: One to One Wellness and Wilson Acupuncture and Healing Arts Center. To commend the Resorts' for their new policies these businesses are offering discounts on wellness and tobacco cessation services to resort staff upon implementation of the new policy.

"This landmark move on the part of Grand Targhee, Jackson Hole Mountain Resort and Snow King powerfully demonstrates the Resorts' commitment to the wellbeing of their employees and customers" stated Julia Heemstra, Program Manager for the Teton County Tobacco Prevention Program.

Supervisor of the Bridger Teton Division of the US Forest Service, Kniffy Hamilton also supported the move. "Last year, more than 3 million acres burned as a result of careless human activity, including cigarette disposal," said Hamilton. "It is wonderful that the decisions made by these resorts will ultimately help reduce the threat to our surrounding Forests and improve the recreation experience," she said.

Discussions about passing a smokefree policy were started with staff at all three Resorts during the last year. In Spring 2008, Grand Targhee, Snow King and Jackson Hole Mountain Resort all committed to passing resort-wide smokefree policies. "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," said Susie Barnett-Bushong, Director of Marketing for Grand Targhee Resort.

About their decision, Jerry Blann, President JHMR states: "Jackson Hole Mountain Resort represents a lifestyle choice. People who choose to work in this incredible place, don't take anything for granted, especially their health. We are proud to go "smokefree" at the Resort and look forward to being an educator on this important topic."

Manuel Lopez, President Snow King Resort, echoed this sentiment stating: "We are excited to have the opportunity to be involved with JHMR and Grand Targhee Resort in this groundbreaking initiative. It is important to us to maintain a healthy community for our employees and guests and understand that by creating a "smokefree" environment, it is a positive step towards that goal."

According to the Center for Disease Control, tobacco related illnesses remain the leading cause of preventable death in the country, killing an estimated 438,000 people each year, from smoking or exposure to secondhand smoke. In the United States alone, the estimated costs of smoking-related medical expenses and loss of productivity exceed \$167 billion annually.