



Sunrise Park Resort  
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Greer, AZ 85927

## Press Release

### FOR IMMEDIATE RELEASE

January 14, 2025

## Sunrise Park Resort Defies Adverse Weather to Offer Premier Winter Family Fun

**Greer, Arizona - January 14, 2025** - Great snow conditions providing the best winter experience in Arizona thanks to exceptional terrain, advanced snowmaking capabilities, and a commitment to providing top-notch family fun. Despite the challenges of an unseasonably warm start to the season and a shortage of natural snowfall, the snow conditions are great across the mountain for an unforgettable winter experience.

*"Our team has been relentlessly dedicated to overcoming the weather obstacles this season," said Todd Clarke, General Manager of Sunrise. "With strategic investments in snowmaking equipment, we have been focused on ensuring great terrain. In addition to skiing and snowboarding, the Sunrise Apache Alpine Coaster and our snow tubing park ensure we're able to offer guests an unforgettable winter experience."*

In the past three years, Sunrise Park Resort has invested approximately \$1 million in state-of-the-art snowmaking equipment. This substantial investment has resulted in better snow quality and more extensive coverage on open trails, ensuring excellent skiing and snowboarding conditions.

**Winter Fun Activities:** Beyond skiing and snowboarding, Sunrise Park Resort is a winter destination unlike any other in the region, with a range of activities for the entire family to enjoy:

- **Sunrise Apache Alpine Coaster:** Open Thursday through Sunday and select holidays (Jan. 20 and Feb. 17), this thrilling ride is perfect for adventure seekers looking to add excitement to their day on the mountain. Younger riders (ages 3+ and heights of 38"+) can also ride tandem with an adult for a fun family experience.
- **Snow Tubing Hill:** Open Friday through Sunday and select holidays (Jan. 20 and Feb. 17), the snow tubing hill provides family-friendly fun, offering an exhilarating snow experience for kids and adults alike.

Resort staff are working diligently to maintain and enhance the snow coverage, ensuring pristine trails and a winter wonderland ambiance. Visitors can expect a safe and enjoyable winter season filled with memorable moments and outdoor adventures.

More information about the mountain, coaster, and tubing is available at [www.sunrise.ski](http://www.sunrise.ski)

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### About Sunrise Park Resort:

Sunrise Park Resort, owned by the White Mountain Apache Tribe, is nestled in the White Mountains of eastern Arizona. Located within a 4-hour drive of Phoenix, AZ, Tucson, AZ, and Albuquerque, NM, Sunrise Park Resort is a year-round recreation destination, offering a wide range of activities including skiing, snowboarding, and ski biking in the winter, and zip-lining, mountain biking, and archery in the summer. There is also a year-round alpine coaster and tubing hills in both summer and winter seasons. Sunrise is committed to providing an exceptional guest experience, making it the perfect getaway for adventure and relaxation.



Sunrise Park Resort is owned and operated by the White Mountain Apache Tribe