



Sunrise Park Resort
www.sunrise.ski
928-735-7669
200 Highway 273
Greer, AZ 85927

Press Release

FOR IMMEDIATE RELEASE

January 30, 2025

Sunrise Park Resort Welcomes 18" of Fresh Snow and Announces Exciting Deals for Family Winter Fun

Greer, Arizona - January 30, 2025 - Sunrise Park Resort is thrilled to announce the arrival of a significant winter storm that has blanketed the mountain with over a foot of fresh snow in the past two days. This heavy snowfall ensures excellent conditions for skiing and snowboarding, creating the perfect winter wonderland for all visitors.

"This storm was substantial and much needed," said Todd Clarke, General Manager of Sunrise Park Resort. "It snowed heavily throughout the day on Wednesday providing phenomenal powder conditions across the mountain. The next few days will be the best of this season so far."

Sunrise has averaged over 60 inches of snow in January over the past three years (2022 - 43 inches, 2023 - 91 inches, and 2024 - 61 inches) and there had only been nine inches of snow this January prior to this storm. Despite the lack of natural snowfall, crews at Sunrise have worked tirelessly to make snow since October to provide positive conditions for guests. The mountain also offers other family activities, such as the Sunrise Apache Alpine Coaster and a snow tubing hill, making the mountain a winter getaway destination for Arizona families.

To make the winter experience even more enticing, Sunrise Park Resort is offering special deals and packages over the coming weeks:

- **Weekday Ski/Snowboard Deals:** Carload Mondays, Ride on your Can Donation Tuesdays, and Three-fer Thursdays. More information and further details on the current specials is available at the resort's website, www.sunrise.ski.
- **Lodging Specials at Sunrise Park Lodge:** The recently remodeled Sunrise Park Lodge hotel is featuring exclusive stay and ski packages this winter. The hotel features dining, an indoor pool, and fitness center and is located just minutes away from the mountain, offering a convenient stay for families visiting the mountain. The deals include Weekday Stay and Ski for \$59 and Extended Stay weekend deals. Room booking and more information about the current deals is available on the hotel's website, www.sunriseparklodge.com.

Sunrise Park Resort invites media networks to capture and share the excitement of this major storm and the resort's exceptional winter offerings. With breathtaking scenery, excellent snow conditions, and enticing deals, Sunrise Park Resort is the Ultimate Mountain Adventure this winter.

The latest winter deals, snow conditions, and mountain information is available at www.sunrise.ski





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200 Highway 273
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Media Inquiries:

Tyler Shultz, Marketing Director
marketing@sunriseskipark.com

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.

