

Truckee nonprofit bring sustainability to the slopes

By Katie Schou, Triple Pundit

The newly formed Mountain Riders Alliance is a grassroots movement committed to changing the way the ski industry conducts business. Shifting the focus of resort development from profit oriented real estate sales and over-priced restaurant and boutique income, MRA aims to develop mountain playgrounds that are values-driven, environmentally friendly, and rider-owned.

The nonprofit, Truckee-based organization hopes to shift the ski industry toward sustainability, environmental protection, and positive influence on the surrounding communities' cultural, social and economic concerns, and seeks to involve community members in every step.

To generate awareness of this ideological shift in ski area management, MRA has invested its efforts heavily in social media and online presence to gain community interest and buy-in through the use of Facebook, Twitter, and blog posts. And, the community has responded in full support of the MRA mission and vision.

MRA has established partnerships with like-minded community and environmental snow sports organizations and other non-profit such as Protect Our Winters, Ski Duck, High Fives, and Winter Wildlands Alliance. However, MRA has neglected to reach out to private companies and investment firms with heavy influence in the ski industry and resort development.

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