

Taos Ski Valley Welcomed Hundreds of Community Members Over the Weekend

Welcoming the Taos Community to the mountain remains a key priority for the resort

TAOS SKI VALLEY, NM – Dec. 11, 2023 – [Taos Ski Valley, Inc.](#) hosted its second annual winter Community Weekend December 9-10, with the aim of welcoming Taos County locals up to and on the mountain. More than 500 local community members participated in free activities including ice skating, first-time ski and snowboard lessons for adults and kids, plus an array of other special events and activities.

"Taos Ski Valley is committed to enjoying, protecting, and giving back to these mountains and our community," said John Kelly, Taos Ski Valley Chief Operating Officer. "Through our annual community events, we provide an unforgettable experience of free skiing, complimentary activities, and special offers designed for our local community. Our mission is to share the beauty of the mountains and the warmth of our community with all who call this place home."

As anticipated, the free Snowsports School lessons saw the most participation with more than 400 adults and children learning how to ski and snowboard over the weekend. The second most popular activity was the free ice skating with 165 kids and adults taking advantage of getting on the ice. One family even celebrated a birthday with ice skating. More than 1,000 biscochitos in the shape of New Mexico and hot chocolate with whipped cream delighted participants and kept them going throughout the weekend. Santa made an appearance on both days accompanied by Izzy, a retired Taos Ski Patrol Avalanche dog.

A variety of community partners also participated to share what they are doing in the community. Taos Alive, UNM-Taos, North Central RTD – Blue Bus, Guadalupe Credit Union, the Carson National Forest, and Rocky Mountain Youth Corps were all on hand sharing information about their organizations. Taos Winter Sports Teams (TWST) collected winter clothing for the upcoming Taos Regional School Ski Program on Saturday. Community Against Violence (CAV) educated people about their 27-year Angel Tree tradition, which provides hundreds of gifts to children in CAV's shelter or services. The Taos Youth Travel Club fundraised by offering activities, collected surveys for the Taos Metropolitan Redevelopment Area Plan, and educated people on their upcoming trip to Japan. The Field Institute of Taos hosted fun craft making with cleverly decorated popsicle sticks and clothes pins made into skier/snowboarder ornaments.

Performances by Emileah Lujan, a Taos Pueblo hoop dancer, and music by Lluvia Negra, and Danza Aztecas de Anáhuac delighted and amazed the crowds. Fireside chats were held in 192 for the community to learn about the history of Taos Ski Valley and its sustainability efforts.

If you missed the weekend, Taos County residents can still take advantage of free lift tickets on the Pioneers lift, 50% off rental equipment, 10% discounts at Taos Sports and Taos Ski Valley-owned restaurants, and free ice skating throughout the winter (except Saturdays and peak holiday periods). For more information and details, visit www.skitaos.com/taoscounty. Free activities for the community to enjoy are

happening every week including photo scavenger hunts, trivia, yoga, and live music. Visit the www.skitaos.com/calendar for days, times, and locations.

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About Taos Ski Valley

Nestled among the highest peaks of New Mexico's Sangre de Cristo mountains, Taos Ski Valley is a year-round destination that delivers a pure mountain experience. Whether skiing, riding, hiking, biking, or more, visitors and locals alike are invigorated by the essence of the outdoors and inspired to make memories that last a lifetime.

Taos Ski Valley is the world's only Certified B Corporation® ski resort, making it a leader in the global movement for an inclusive, equitable, and regenerative society. Its commitment to protecting the environment is demonstrated by its effort to become a CarbonNeutral® certified business since 2021 and its goal to achieve Net Zero emissions by 2030.

Taos Ski Valley is proud to participate in the Mountain Collective and Ikon Pass programs, and to be a Fast Company 2023 Most Innovative Company. To learn more about Taos Ski Valley, visit www.skitaos.com

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