Winter 23 at Taos Ski Valley to Include Olympian River Radamus, World Pro Ski Tour World Championships, and Freeride World Tour Events

Resort to offset carbon emissions from World Championship events

TAOS, NM – Nov. 15, 2022 – Taos Ski Valley will offer guests exciting opportunities to witness some of the world’s best skiers and riders compete, and to even personally interact with Olympic greats during its Winter 23 season. The resort has formed a new sponsorship agreement with Olympic and US Ski Team skier River Radamus. Radamus will conduct a variety of appearances at Taos, and be an ambassador for the resort’s industry leadership in environmental and social responsibility initiatives. Taos is also announcing today that it will once again host the World Pro Ski Tour World Championships event, and Freeride World Tour qualifying events for both adults and juniors.

As part of its commitment to protect people, place, and planet, Taos Ski Valley will purchase carbon offsets to minimize the impact of the World Pro Ski Tour World Championships event. Taos, a CarbonNeutral® company by Climate Impact Partners, and the world’s first and only certified B Corporation®, is an industry leader in environmental and social responsibility.

“We’re thrilled to have River Radamus become a Taos ambassador, and to continue our role as the host of these prestigious professional events because together, they further demonstrate our commitment to the heart and soul of skiing,” said Taos Ski Valley Director of Marketing Madeline Kelty. “Taos is widely known for our environmental and social responsibility leadership, but we’re also known for our unparalleled terrain. We love rolling out the red carpet for guests and competitors alike at the World Pro Ski Tour World Championships and the Freeride World Tour, and doing so while caring for our environment.”

Radamus is a World Cup alpine ski racer from Colorado, three-time Youth Olympic Games gold medalist, and a two-time World Junior Champion. He came in 4th place in Giant Slalom in the 2022 Beijing Olympics games.

“Taos’ values align with mine and I’m proud to have the opportunity to learn and share more about how this resort is leading the way in the outdoor industry for effective solutions in climate, equity, and community,” said Radamus. “For me, Taos is the full package: an incredible skiing experience coupled with a commitment to doing the right thing for its people, place, and the planet. I look forward to being a part of the Taos community.”

Taos’ role as host for the World Pro Ski Tour World Championships in 2022 yielded numerous benefits for the New Mexican economy, guests, and for the athletes themselves. Because of its commitment to equity and diversity, Taos was instrumental in ensuring that for the first time, the World Pro Ski Tour offered identical purses for both male and female competitors. The 2022 event was widely watched on international television and highlighted Taos’ sunny skies, bountiful snow, and welcoming vibe. Spectators mingled...
with top athletes, attended fun events, cheered the competitors, and partook of delicious local cuisine and brews.

“Last year’s World Pro Ski Tour World Championships event was an incredible success and brought the Taos brand and story to the world,” continued Kelty. “We’re already working on an event plan to make it even more action-packed this year. Additionally, we’re working toward making it one of the most eco-conscious skiing events of the year, to align with our environmental commitments.”

In addition to watching the competitive events and meeting Radamus, Taos also offers other ways guests can experience the thrills of the mountain and get involved with the sport, including the SkiStrong™ Gold Medalist Experience in which Olympic Gold Medalist Deb Armstrong will host three-day sessions that offer skiers a transformative and thrilling experience. Taos’ famous ski weeks, the only full week program in North America, offer guests a full week of instruction to inspire their skiing, renew their spirits, and create long-time friendships.

Finally, Taos will also have a variety of fun and engaging events for families, friends and locals this season such as its annual Boarding for Breast Cancer fundraiser, live music days, holiday events, and more.

Taos will post information about appearances by Radamus, competitive events, and guest activities on its website in the coming weeks. Visitors are encouraged to regularly check back for dates, reservations, and details.

About Taos Ski Valley
Nestled among the pristine peaks of northern New Mexico, Taos Ski Valley is undergoing a $300 million renaissance making it one of North America’s premier vacation and adventure destinations. With more than 300 inches of average annual snowfall, 300 days of sunshine and more than 1,200 skiable acres, Taos Ski Valley is the industry’s only B Corp Certified ski resort, and is also a CarbonNeutral® certified business, which means it operates with the highest standards of environmental sustainability, and social and economic justice. An independently owned and operated resort, Taos maintains an authentic charm while delivering a world-class experience both on-mountain and off for skiers and riders of all abilities. Taos Ski Valley is proud to participate in the Mountain Collective and Ikon Pass. To learn more about Taos Ski Valley and its B Corp commitment or net zero goals, please visit www.skitaos.com.

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