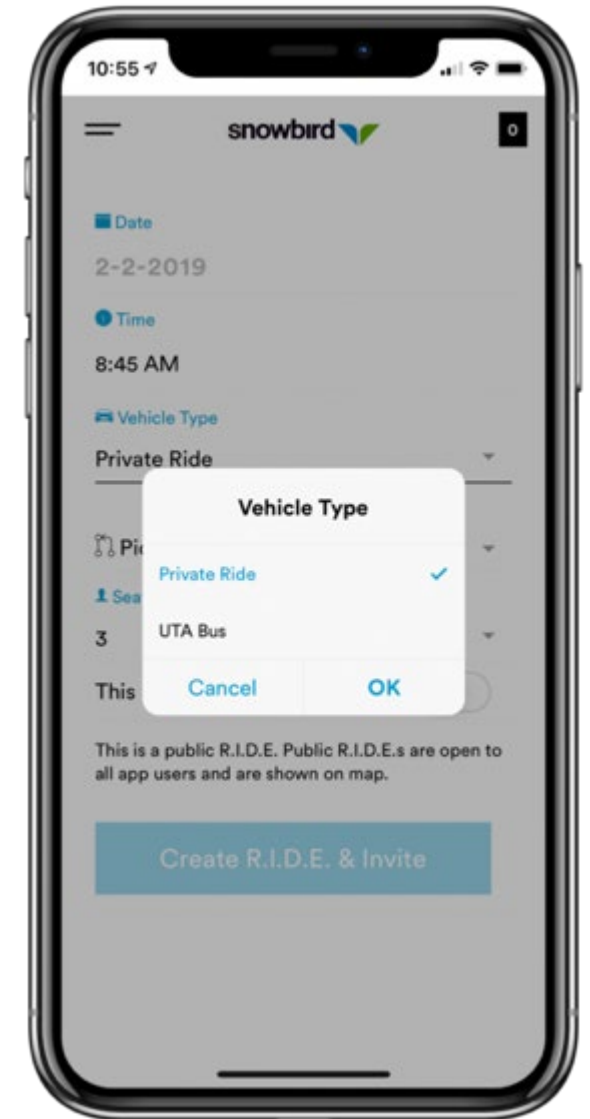


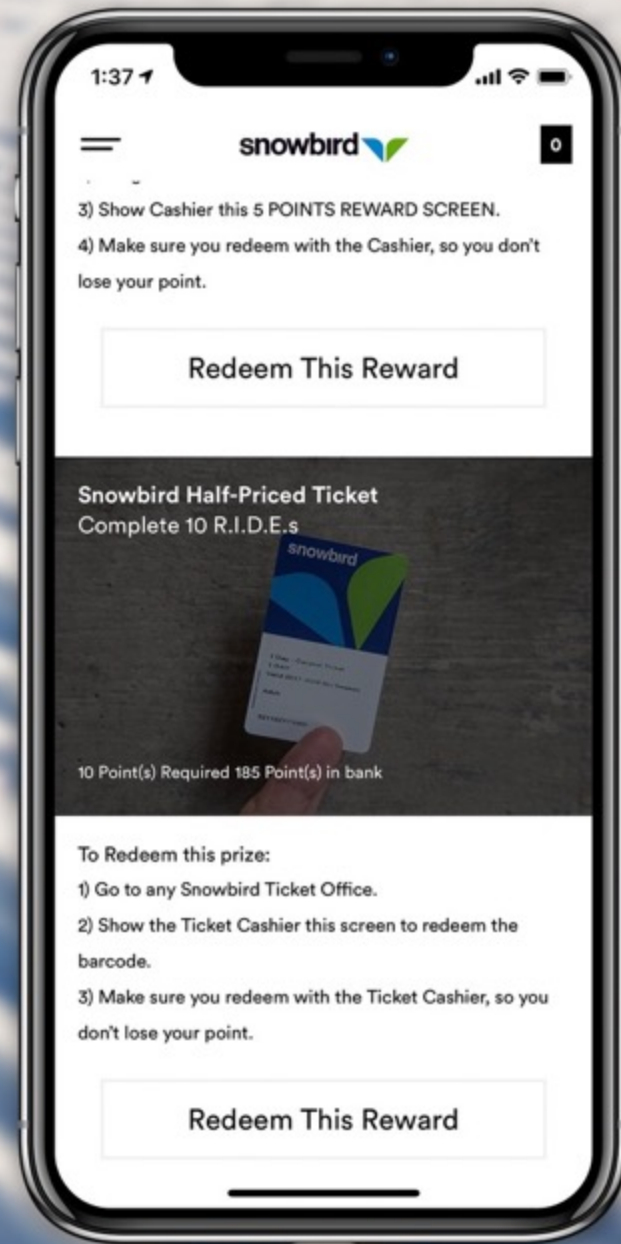
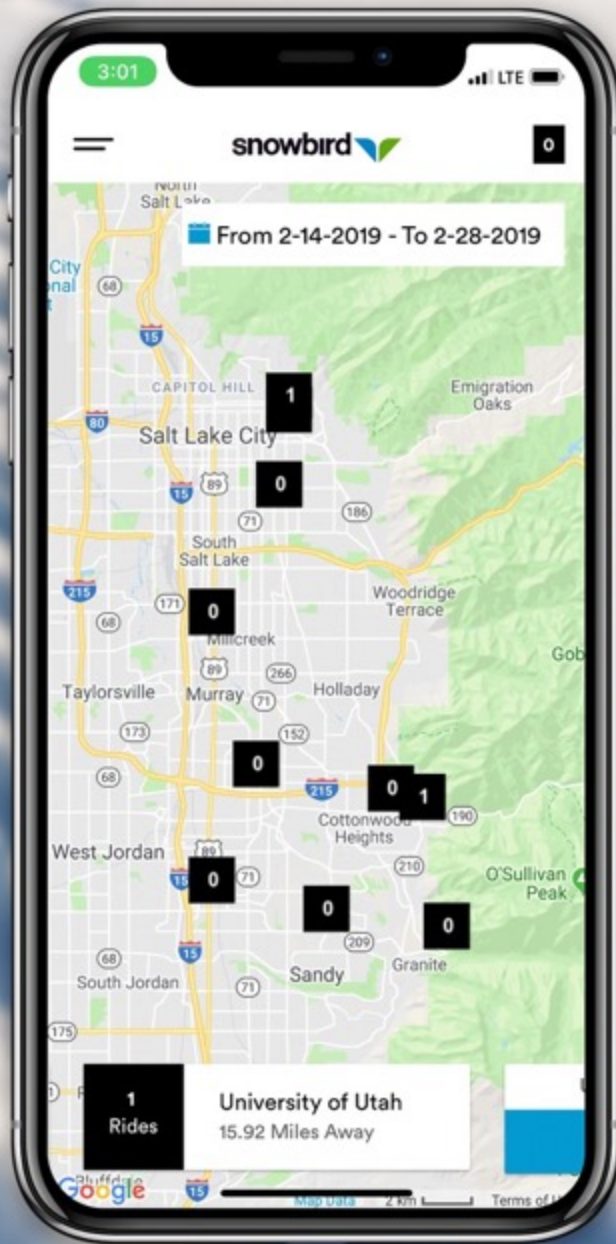
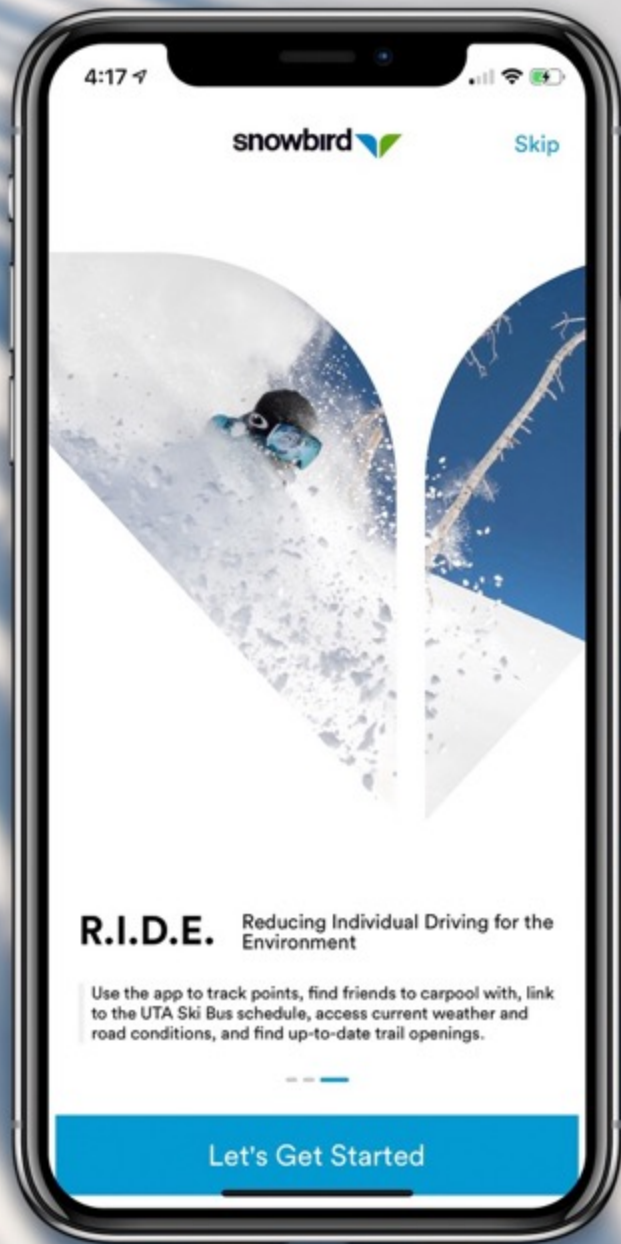
Snowbird R.I.D.E. Program

New app available for download!



- First of its kind in the ski industry and uses features to help you save time, money and find more powder.
 - Find people to carpool or vanpool with, or ride the UTA Ski Bus to Snowbird.
 - The interactive map displays all the R.I.D.E.s available on any day from different Park & Ride locations.
 - Can't find a R.I.D.E. that meets your needs? Create your own and invite your friends.
 - Link to UTA Bus Schedule.
 - Earn rewards at Snowbird that you can redeem directly in the app.

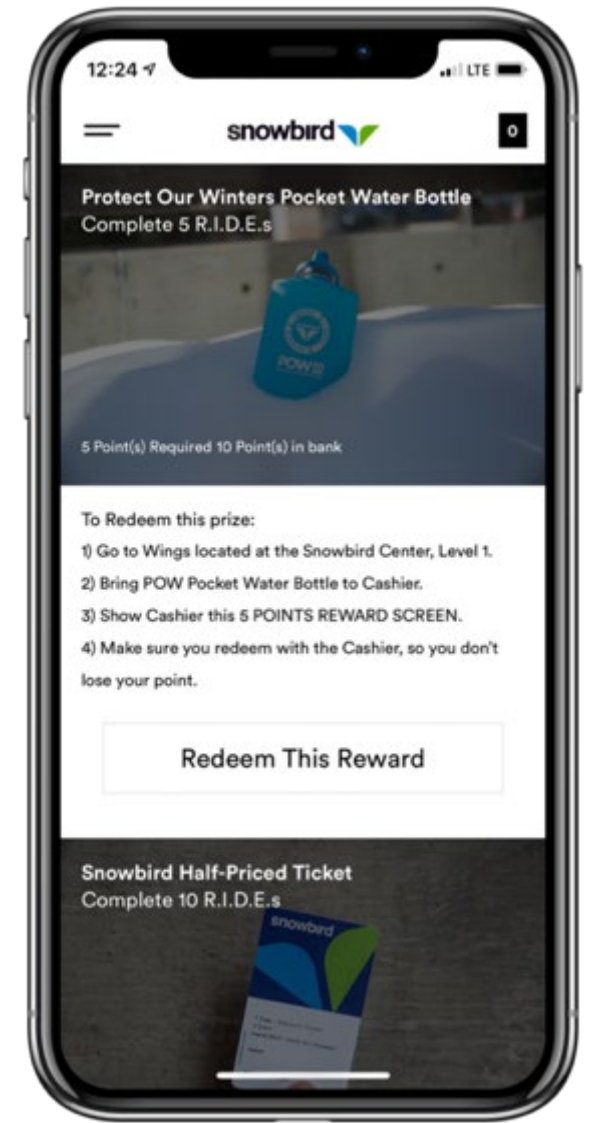




Snowbird R.I.D.E. Program

Guest Rewards

- 1 point: Snowbird sticker package.
- 5 points: Earn a Snowbird & Protect Our Winters pocket-sized reusable water bottle that reduces waste and supports Protect Our Winters.
- 10 points: Earn a half-priced transferable lift ticket to Snowbird.
- After 10 points, become eligible to win additional rewards, such as early-access ski privileges on Gadzoom and more.
- Most Points in a Season Reward:
 - 1st Place: Ten-2-Share Card
 - 2nd Place: 2-Night Stay at The Cliff Lodge
 - 3rd Place: 1-Night Stay at The Cliff Lodge



Snowbird R.I.D.E. Program

Employee Rewards

- 20 points: \$10 S.T.A.R. Card
- After 20 points, become eligible to win additional monthly rewards, such as \$100, a night at The Cliff Lodge, POW pocket-sized reusable water bottles, and more.

