

STATE OF OREGON
PROCLAMATION
OFFICE OF THE GOVERNOR

- WHEREAS:** Thanks to its majestic peaks, spectacular views, affordable lift tickets, seldom-crowded slopes and the longest ski season in North America, Oregon is an idyllic winter wonderland. From high-tech lifts and luxurious lodges to rugged wilderness areas and warming huts, Oregon has everything under the sun to help you enjoy the snow all year round; and
- WHEREAS:** Skiing and snowboarding are both lifestyle and life-long sports and are great wintertime activities for exercise, entertainment and satisfaction. Anyone can discover the dynamic world of skiing and snowboarding by getting out of the house, escaping from the city, and being energized by spectacular alpine scenery and mountain fresh air; and
- WHEREAS:** Outdoor recreation is an important part of the Oregon lifestyle. Snow sports provide a unique and enjoyable way to experience and appreciate the Oregon environment. Helping to protect and enhance the pristine qualities of the Oregon environment and share the enjoyment of skiing are primary Ski Oregon objectives. Ski Oregon members work together to develop and sustain the highest levels of customer service and satisfaction at ski attractions, in ski equipment sales, at manufacturing establishments and other skier supported services throughout the state; and
- WHEREAS:** Skiing and snowboarding is an important sector of Oregon's \$8.3 billion tourism industry, which directly supports and estimated 132,000 jobs and an estimated \$3.3 billion payroll. With appreciable growth expected in participation in winter sports, winter-based tourism is strategically positioned to help stabilize the economies of many Oregon communities; and
- WHEREAS:** Oregon boasts the most compelling summer skiing in North America – Ski Oregon encourages Oregonians and non-Oregonians alike to ride Oregon's Endless Winter in the Winter Olympiad year of 2010.

**NOW,
THEREFORE:** I, Theodore R. Kulongoski, Governor of the State of Oregon, hereby proclaim **January 2010** to be

LEARN A SNOW SPORT MONTH

In Oregon and encourage all Oregonians to join in this observance.

IN WITNESS WHEREOF, I hereunto set my hand and cause the Great Seal of the State of Oregon to be affixed. Done at the Capitol in the City of Salem in the State of Oregon on this day, July 23, 2009.



Theodore R. Kulongoski
Theodore R. Kulongoski, Governor

Kate Brown
Kate Brown, Secretary of State