



## Partnership Frequently Asked Questions

### ***-What is Mountain Rider's Alliance?***

Founded in 2010, [Mountain Rider's Alliance](#) (MRA) is a global organization of passionate riders who want to create sustainable Mountain Playgrounds. MRA's goal is to develop a portfolio of authentic ski areas focused on skiing and riding rather than a resort lifestyle. MRA believes that doing good is good for business, and through Mountain Playgrounds they will shift the paradigm in the ski industry toward a balance between mega-resorts, independently owned resorts, and minimal-infrastructure ski areas that focus on skiing and riding.

### ***-What is an MRA Mountain Playground?***

Mountain Playgrounds are ski areas that focus on uphill transportation and the riding experience first and foremost. Mountain Playgrounds strive to be good stewards of the environment and take opportunities to create and use clean energy whenever possible. Mountain Playgrounds also place an emphasis on the development of local economies by forging lasting partnerships with both local nonprofits and small business. Mountain Playgrounds are based on a membership model.

### ***-Is MRA a nonprofit?***

No, MRA is a Limited Liability Company, registered in Jackson, Wyoming. MRA does have many nonprofit partners and will help to empower the local community.

### ***-How will the skiing and riding experience change at Mt. Abram?***

There will be no immediate change to the skiing and riding experience at Mt. Abram. In many ways, Mt. Abram represents what MRA is all about: a values-based, skier-centric vibe, all offered at an accessible price.

Going forward, MRA is looking forward to working with the community to preserve and ultimately enhance the skiing and riding experience at Mt. Abram. This work, as with all

projects MRA undertakes, will be driven by MRA's core values of *Community, Environment, and Riders* with a triple bottom line approach.

***-What does the triple bottom line approach mean?***

A triple bottom line approach means that the business makes decisions based on its impact to *People*, then the *Planet*, and finally *Profit*.

***-What is an MRA membership and what will it include?***

Members will receive discounts on items such as lift tickets, concessions, and merchandise as well as special privileges and reciprocation at other MRA Mountain Playgrounds. Additionally, members democratically elect a membership advisory board that communicates directly with management to ensure the Mountain Playground is operated with the riders' best interests in mind. This membership could be in the form of a Co-op or other entity. Those details are still being refined.

***-How much will memberships cost?***

MRA was created to make skiing and riding accessible to all segments of the population. MRA membership prices will be tiered according to the benefits that accompany the level of membership. This allows riders to choose the memberships that best meet their needs and budgets.

***-Where will the future Mountain Playgrounds be located?***

MRA has identified and is currently evaluating numerous areas in the United States, Canada, and Argentina that would thrive under MRA's model.

MRA is currently working to restore [Manitoba Mountain](#) on the Kenai Peninsula of Alaska. With three surface lifts accessing 10,000 acres of world-class terrain, this will be MRA's flagship ski area, big on mountain and small on infrastructure.

***-Will my season pass still be good?***

Yes. MRA's partnership with Mt. Abram will not affect any rider's ability to ride Mt. Abram.

***-What benefits will my season pass include under the new partnership?***

Season passes will not change. In the future, memberships will include special benefits. Immediately, nothing will change with your season pass at Mt. Abram. In the future, however, season pass holders will be MRA members and receive the special benefits given to all other MRA members at Mountain Playgrounds.

***-Will nonmembers be welcome?***

Guests are always welcome at Mountain Playgrounds. They will, however, not be eligible to receive the special benefits reserved for MRA members.

***-When will memberships be available?***

Stay tuned to <http://www.mountainridersalliance.com>, like our Facebook page, or follow us on Twitter @MtnRA for more information and to be the first to purchase your MRA Membership.

***-What is the status of the partnership?***

-August 2012: Mt. Abram and MRA signed terms sheet.

-September 2012: Pending details will be discussed at summit in Alaska.

-Spring 2013: The partnership is expected to be finalized.

-Mt. Abram and MRA plan to work side by side through the 2012–2013 ski season to best share ideas and transition ownership to the partnership.

***How will ownership change the ski experience?***

Immediately, there will be no changes. In the future, however, Mt. Abram guests who choose to be MRA members will receive special privileges at Mt. Abram and other Mountain Playgrounds according to their level of membership.

***-How will decisions be made moving forward?***

MRA and Mt. Abram will be a partnership. Central to the partnership's mission is remaining focused on skier- and rider-centricity. Projects that make sense in relation to that mission and have passionate support deserve our consideration. This winter MRA will work closely with Mt. Abram to help facilitate a smooth transition and to identify projects that are important to the skiing and riding community.

***-How can I get more information?***

Please stay tuned to Mt. Abram and Mountain Rider's Alliance's websites and Facebook pages for updates.

**VIDEO CLIP**

[Mt Abram partners with Mountain Rider's Alliance's vision of sustainability skiing](#)