

Jordan-Reily Nomination

ROBERT REDFORD

Nominated by:
Gene Fulkerson

Robert Redford is somewhat of an anomaly in the entertainment industry. An ardent conservationist and environmentalist, he stands for social responsibility and accountability. He is one of Hollywood's original environmentalists, promoting the virtues of renewable energy and eco friendliness long before it ever came into vogue.

Redford's long-standing history of Green policies dates back to his purchase in 1969 of Sundance Ski Resort. Today, Sundance continues to update and implement new techniques and technologies, staying at the forefront of environmental stewardship. Every day is green at Sundance Resort.

Inspired by the surrounding woods and Native American culture, each room is designed with environmental sustainability in mind.

Sundance Resort offers a carpooling incentive for ski guests. Carpools arriving with four or more skiers/snowboarders receive \$5 off each lift pass when four or more are purchased. Sundance works with UTA to provide mass transit to the resort in the winter and Sundance Resort employees are encouraged to use the local bus service or carpool.

Sundance participates in Green by NATÜRA, the first in-room eco-friendly amenities program. Shampoo and conditioner bottles are made from corn-based biodegradable material; and soap and accessory cartons are made from natural recycled paper and printed with soy based inks.

But it doesn't stop there: The high-quality dining experience at Sundance is based on an earth to table philosophy with local, organic ingredients transformed into dishes of seasonal mountain cuisine.

Guests who stay at Sundance are encouraged to participate in linen re-use and recycling programs. Because glass is apparently a challenge to recycle in Utah, Sundance has its own glass works kiln and each recycled bottled is turned into a decorative piece of art for use around the property.

Want to leave with a souvenir? Even the General Store purchases recycled cotton grocery bags, organic cotton t-shirts and house wares made from natural and recycled materials.

I like that Sundance is unique in offering guests access to a full-time naturalist, available all four seasons. Winter brings the Sundance Ski Ecology program, a guided history and ecological tour of the mountain, while the Nordic Center's Night Owling program introduces visitors to the various species of owls and their importance within the ecosystem.

Sundance Resort mountain staff implement ongoing mitigation projects each year aimed at restoring the mountain to its natural state by working to eliminate noxious weeds on the mountain, laying erosion blankets and restoring vegetation where seasonal land use has altered the terrain.

To raise awareness of the water crisis facing populations of the western United States, Robert Redford has teamed with his son Jamie to produce "Watershed," a new environmental documentary focused on the plight of the Colorado River system.

Like other documentaries before it, the Redfords are leveraging the film as a tool to raise awareness and gather public support behind water conservation measures. As a recent press release states, Redford will even supply free copies of the film to anyone willing to host a viewing party.

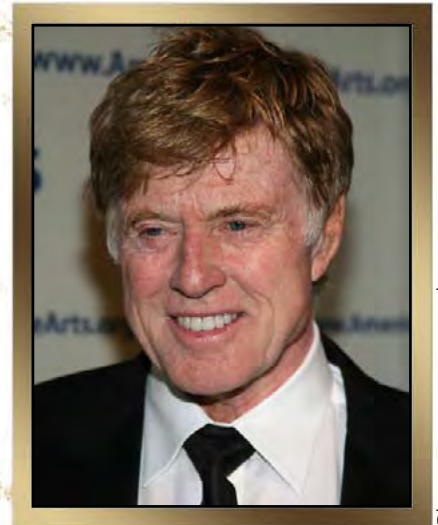


Photo courtesy starpulse.com.