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**FOR IMMEDIATE RELEASE**

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**Shaun White's New Twist: Joining Mammoth Resorts' Ownership Team**

**Mammoth Lakes, Calif.** – Action sports icon Shaun White is returning to his childhood stomping grounds with the deed in his hand. In a deal announced today, White has joined the [Mammoth Resorts](#)' ownership team as an investor, with an immediate focus on [Big Bear Mountain Resorts](#).

"It's amazing that I'm now an owner of the mountain where I grew up riding," said White. "As an owner I'll be able to make changes and shape the future of the mountain and how people enjoy it-whether they're beginners or professionals."

More about White's history with Mammoth Resors: <https://youtu.be/yIm6BJs2bo8>.

White's presence will be felt everywhere from the boardroom to the halfpipe. As a brand builder, White has helped usher action sports crossover into the mainstream with [Air + Style](#), blending winter sports, live music, culture and art. For 2016 the international snowboard series will see events in Innsbruck, Beijing, Los Angeles and Mammoth Mountain, with Mammoth Resorts helping produce the event as part of the partnership.

"Shaun's drive to push the envelope athletically is mirrored by his business savvy as an entrepreneur, demonstrated by the success of his apparel line and Air + Style," said [Erik Forsell](#), Mammoth Resorts' Chief Marketing Officer. "Over the last year we acquired two mountains, introduced the Cali4nia Pass, and brought Shaun into the fold. Every one of these moves mean more benefits for our skiers and riders."

White's input will also extend to Mammoth Mountain and Big Bear Mountain Resorts' on-snow experience, which includes the [top two terrain parks](#) in the country. In the coming months, Mammoth Resorts and White are expected to announce several updates including Shaun's vision for new resort offerings, events and terrain park enhancements.

For more on the announcement visit [www.mammothresorts.com/shaunwhite](http://www.mammothresorts.com/shaunwhite).

**About Mammoth Resorts**

Mammoth Resorts is the leading four-season mountain resort operator in California. The company owns and operates a variety of recreation, hospitality, real estate development, food and beverage and retail enterprises. This includes Mammoth Mountain Ski Area, Snow Summit, Bear Mountain and June Mountain, which collectively host two million annual skier/snowboarder visits.

Mammoth Resorts is also the owner-operator of Tamarack Lodge and Resort, Mammoth Mountain Inn, Juniper Springs Resort, the Village Lodge, Mammoth Mountain Bike Park, Snow Summit Bike Park, Mammoth Snowmobile Adventures, Sierra Star Golf Course, and Bear Mountain Golf Course.

For more information visit <http://www.mammothresorts.com/>.

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