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**DEER VALLEY NAMES CHRISTINE SPINKSTON AS NEW
SENIOR COMMUNICATIONS MANAGER**

FOR IMMEDIATE RELEASE

DEER VALLEY RESORT, PARK CITY, UTAH (September 8, 2023) – Deer Valley Resort is delighted to introduce Christine Spinkston as the new Senior Communications Manager. In her new role, Christine will lead our media relations efforts, effectively communicating and promoting the Resort's world-class offerings, guest experiences, and future endeavors.

"Christine's extensive background in marketing communications and branding, with over 15 years of experience representing luxury travel and hospitality brands, brings a wealth of expertise to our team," said Susie English, Vice President of Marketing at Deer Valley Resort. "We're thrilled to welcome her leadership as Deer Valley embarks on a new era of Expanded Excellence."

As the Senior Communications and Public Relations Manager, Christine will collaborate closely with cross-functional teams to craft and implement brand narratives that capture the essence and value of the Resort and its offerings. Fluent in five languages, including Spanish, Russian, and American Sign Language, her passion for the art of communication drives her commitment to the role. Christine will also oversee domestic and international media efforts and relationships, effectively sharing Deer Valley's ongoing legacy with global audiences. This role was previously held by Emily Summers, who now serves as the Resort's Senior Marketing Operations Manager.

Before joining the Deer Valley team, Christine transitioned from her career in the creative fields of fashion and advertising in New York, where she worked with well-established and notable companies such as Calvin Klein and Laird + Partners. She then went on to hold director-level core leadership positions in public relations, marketing, and communications with globally recognized brands in tourism and hospitality.

Christine's recent experience before Deer Valley includes leading marketing communications efforts for Four Seasons Hotels and Resorts in Whistler, British Columbia, Denver, and Vail, Colorado; the St. Regis Hotels & Resorts corporate brand office in New York; Beemok Hospitality Collection in Charleston, South Carolina; boutique luxury hotels and resorts in Quintana Roo, Mexico; Bangkok City, Thailand; and premier agencies in Melbourne, Australia, among others.

Christine has a history of volunteering with organizations such as Friends of the High Line, contributing to its transformation into a cultural landmark in New York City, and mentoring young girls as a Go Girls! Big Sister Mentor with Big Brothers Big Sisters of Canada. Her involvement with various arts and culture organizations, including the Museum of Contemporary Art Denver and the Audain Art Museum in Whistler, British Columbia, underscores her commitment to creative expression and community engagement.

For more information about Christine Spinkston, please visit the resort's website at [deervalley.com](https://www.deervalley.com) or contact Christine at cspinkston@deervalley.com or call 800-424-DEER (3337) or 435-645-6531.

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About Deer Valley Resort

Deer Valley Resort located in Park City, Utah, revolutionized the ski industry by providing the first-class service one would receive at a five-star hotel. The ski-only resort offers 21 chairlifts, 103 ski runs, six bowls, 300 annual inches of powder, 2,026 acres of alpine skiing, limited lift ticket sales, numerous restaurants, three elegant day lodges, hundreds of luxury accommodations and a renowned Ski School and Children's Center. Deer Valley is honored to be ranked as the United States' Best Ski Resort by the World Ski Awards for 10 consecutive years.