



# DEER VALLEY

EXPANDED EXCELLENCE

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## **SHRED FOR A CAUSE: DEER VALLEY RESORT UNITES TO COMBAT BLOOD CANCER ON OPENING DAY FUNDRAISER**

*ANNUAL EVENT PROCEEDS BENEFIT THE LEUKEMIA & LYMPHOMA SOCIETY*

### **For Immediate Release**

DEER VALLEY RESORT; PARK CITY, UTAH (November 20, 2023) – Deer Valley Resort invites eager skiers to ski for a cause on opening day of the 2023-24 ski season. This year's [Shred For Red](#) event marks six years at Deer Valley spreading awareness and raising funds to eradicate blood cancers on behalf of [The Leukemia & Lymphoma Society](#) (LLS). On-mountain challenges and activities will take place from 9:30 a.m. to 12:30 p.m. on Deer Valley's Opening Day, Saturday, December 2, 2023.

Shred For Red is family-friendly and open to skiers of all abilities. To be eligible to participate, adults must raise a minimum of \$500 (\$300 for children under 12). Participants will receive and have access to the following:

- Full-day ski lift ticket to Deer Valley Resort
- Shred For Red participant bib
- On-mountain scavenger hunt and slalom racecourse
- The opportunity to meet and ski with winter Olympians
- Après-ski reception at Deer Valley's Snow Park Lodge

All proceeds will benefit LLS's efforts to support blood cancer patients and their families before, during and after their cancer journey. To donate or register for this event please visit [lls.org/shredforred](https://lls.org/shredforred). If you have further questions regarding Shred For Red, please email [shredforred@lls.org](mailto:shredforred@lls.org).

Participants can also take advantage of discounted accommodations at The Lodges at Deer Valley or Silver Baron Lodge (\$298 hotel rooms, \$392 One Bedroom Suites). A 2-night minimum stay is required. Reservations can be made [online here](#).

Additionally, Deer Valley is offering 25% off equipment rentals including skis, boots and poles for Shred For Red participants. Helmets are not included but can be added for a small additional fee. For reservations, call 435-645-6648 and mention the Shred For Red 2023 event.

Photos of past Shred for Red events at Deer Valley Resort can be downloaded here:

<https://assets.alterramtnco.com/c/gp2x5bpm>

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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 currently 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. In August 2023, Deer Valley made a significant announcement regarding its major terrain expansion, which will extend the skiable area to a total of 5,726 acres. Deer Valley is honored to be ranked as the United States' Best Ski Resort by the World Ski Awards for 11 consecutive years.*

### **About The Leukemia & Lymphoma Society**

*The Leukemia & Lymphoma Society® (LLS) is a global leader in the fight against cancer. The LLS mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. LLS funds lifesaving blood cancer research around the world, provides free information and support services, and is the voice for all blood cancer patients seeking access to quality, affordable, coordinated care.*

*Founded in 1949 and headquartered in Rye Brook, NY, LLS has chapters throughout the United States and Canada. To learn more, visit [www.LLS.org](http://www.LLS.org). Patients should contact the Information Resource Center at (800) 955-4572, Monday through Friday, 9 a.m. to 9 p.m., ET.*

*For additional information visit [lls.org/lls-newsnetwork](http://lls.org/lls-newsnetwork). Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).*