



Contact: Emily Summers  
Senior Communications Manager  
**Deer Valley Resort**  
800-424-DEER (3337) or  
435-645-6522  
Email: emily@deervalley.com

**DEER VALLEY RESORT KICKS OFF WINTER SEASON WITH SHRED FOR RED FUNDRAISER**  
*OPENING DAY'S ON-MOUNTAIN EVENT WILL BENEFIT THE LEUKEMIA & LYMPHOMA SOCIETY*

DEER VALLEY RESORT; PARK CITY, UTAH (November 10, 2021) – Deer Valley Resort welcomes guests to enjoy freshly groomed slopes for a cause on opening day of the 2021-2022 season, Saturday, December 4, 2021. The resort invites enthusiastic skiers to participate in their annual on-mountain Shred For Red fundraising event to spread awareness and raise funds to eradicate blood cancers on behalf of The Leukemia & Lymphoma Society (LLS).

“We are eager for the 2021-2022 winter season to be under way and to kick it off with the fourth annual Shred For Red event,” said Deer Valley’s Vice President of Marketing Coleen Reardon. “We appreciate our loyal guests and first-time visitors for choosing Deer Valley, and we are especially grateful to those participating in what we know will be a successful event for a great cause.”

To be eligible to participate in the Shred For Red fundraising event, adults must raise a minimum of \$500 (\$300 for children under 12). Participants will receive a full-day lift ticket to Deer Valley Resort, a 2021 Shred For Red exclusive participant bib, the chance to win gold by completing on-mountain activities and challenges, the opportunity to meet and ski with winter Olympians, and access to the resort’s outdoor après-ski reception. This experience is family-friendly and open to skiers of all abilities. All proceeds will benefit The Leukemia & Lymphoma Society’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 St. Regis Deer Valley (\$269 rate plus tax and resort fee) by calling St. Regis Deer Valley reservations at 435-940-5858. The Lodges at Deer Valley or Silver Baron Lodge will offer hotel rooms for \$193 plus tax and resort fee and one-bedroom condominiums for \$265 plus tax and resort fee. To book, call Deer Valley Resort Lodging & Reservations at 800-558-3337 or 435-645-6528 and mention the Shred For Red 2021 event.

Additionally, Deer Valley is offering 25% off equipment rentals including skis, boots and poles for Shred For Red participants. For reservations, call 888-754-8477 or 435-645-6648 and mention the Shred For Red 2021 event.

For more information about Deer Valley's Shred For Red event, visit the resort's website at [deervalley.com](http://deervalley.com), or contact resort Senior Communications Manager Emily Summers at 800-424-DEER (3337) or 435-645-6522.

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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 on-mountain restaurants, three elegant day lodges, hundreds of luxury accommodations and a renowned Ski School and Children's Center. Deer Valley was named the Best Local Resort in the 2020 Park City's Best Awards, Best Ski Resort in the U.S. in Condé Nast Traveler's 2021 and 2020 Reader's Choice Awards and is honored to be ranked as the United States' Best Ski Resort by the World Ski Awards for eight consecutive years (2013-2020).*

***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](#).*