



**\*\*\*MEDIA ALERT\*\*\***

**Sun Valley Resort Teams Up With Local Nonprofits For New River Run Summer Series**

*Extended lift service for the after-work crowd, family-friendly activities, lawn games, live music, food trucks, and more. River Run comes alive on Wednesday evenings beginning July 20<sup>th</sup>.*

**What:** [Sun Valley Resort](#) is excited to announce the new River Run Summer Series, an event for the community to gather at the base of beautiful Bald Mountain and enjoy live music, lawn games, family-friendly activities, food trucks, and beverages from the outdoor bar. Beginning July 20<sup>th</sup>, River Run will come alive from 4 to 7 p.m on four Wednesday evenings this summer. Lift service on the gondola will be extended for the series operating until 6 p.m. for those who want to enjoy lift assisted biking and hiking.

**Who:** Each Summer Series event will feature a 'community partner' - a local nonprofit who will be the beneficiary of 15% of all lift ticket sales from that day's sales. The nonprofit partners will be offering a family-friendly activity for the evening such as trivia games, scavenger hunts, and art projects. This year's nonprofit partners include the [National Alliance on Mental Illness](#) of the Wood River Valley (NAMI), [Wood River Trails Coalition](#) (WRTC), [She Jumps](#), and the [National Forest Foundation](#) (NFF). Additionally, each evening will feature a 'sponsoring partner' including [Pete Lane's](#), [Smith](#), [Wild Rye](#), and [Norco](#), who will offer a bike-related activity, swag and prizes. Live music is on tap for each evening featuring some favorite local musicians like the [Mark Mueller Trio](#), [Moonshine Schubert](#), [Travis McDaniels](#), and the [Pisten Bulllys](#). Joe's Juice, KB's Burritos, Wood Fire Pizza & Grill and the Snow Cone Truck will also be on hand each evening so there will be something to please everyone's palate.

**When:** Wednesday evenings from 4 - 7 p.m.

- **July 20** - Proceeds to benefit NAMI-WRV who will lead a bubble art activity. Live music with the Mark Mueller Trio and Pete Lane's bike shop will be offering free bike inspections and clinics on how to change a flat tire.
- **July 27** - Proceeds to benefit WRTC who will host trail trivia and other games for the family. Moonshine Schubert will provide the entertainment and Smith will be around showing off their helmets and sport glasses.
- **August 3** - Proceeds to benefit She Jumps who will have a fun activity for the kiddos while Wild Rye leads a women's ride on Baldy. Travis McDaniels will provide live music.
- **August 17** - Proceeds to benefit the National Forest Foundation's Bald Mountain Stewardship Project. Join NFF to learn about reforestation with a hands-on activity. The Pisten Bulllys will jam on stage and Norco bikes will provide free bike demos all evening.

**Where:** River Run Plaza at Sun Valley Resort in Ketchum, Idaho

**Cost:** Live music, lawn games, raffles, and activities are free at the River Run Summer Series! A special River Run Summer Series lift pass will be available with a \$10 discount for those who want to utilize lifts from 3 - 6 p.m. during the event. Full day passes and summer season lift passes are valid for the extended hours. Challenger Platinum and Challenger 2022-23 season passholders receive 50% off summer season passes and daily summer lift passes.

[RIVER RUN SUMMER SERIES ASSETS](#) | Sun Valley Resort  
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**About Sun Valley Resort**

Sun Valley Resort was founded in 1936 as America's first destination ski resort. Located in the Idaho mountains, it is truly a four-season resort with a wide array of activities. Outdoor adventure enthusiasts enjoy world-class skiing, snowboarding, skating, hiking, biking, golfing, fishing, shooting, concerts, shopping, restaurants, and conferences, and special event space. Sun Valley is a member of The Grand America Hotels and Resorts family. Sister properties include Snowbasin Ski Resort, The Grand America Hotel, Little America Hotel (all Salt Lake City, Utah); The Westgate Hotel, San Diego, Calif.; Little America Flagstaff, Ariz.; Little America, Wyo., and Little America, Cheyenne, Wyo.

Sun Valley is served by Hailey's Friedman Memorial Airport (SUN). The airport is located 14 miles from the resort and is easily accessed from six major cities: San Francisco (SFO), Seattle (SEA), Los Angeles (LAX), Salt Lake City (SLC), Denver (DEN), and Chicago (ORD). All Sun Valley Resort guests receive complimentary roundtrip airport transportation.

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