

TAOS



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The Blake at Taos Ski Valley Awarded Prestigious LEED Green Building Certification

New hotel earns award, adds to existing Taos Verde, B Corp initiatives

TAOS SKI VALLEY, NM, Oct. 30, 2017 – Further demonstrating its commitment to sustainability, [Taos Ski Valley](#) today announced that its new slopeside hotel, [The Blake at Taos Ski Valley](#), was awarded LEED Silver certification. The LEED (Leadership in Energy and Environmental Design) rating, developed by the U.S. Green Building Council (USGBC), is the foremost program for buildings, homes and communities that are designed, constructed, maintained and operated for improved environmental and human health performance.

As the world's first and only [certified B Corp](#) ski resort, Taos Ski Valley has consistently demonstrated its unwavering commitment to sustainable and ethical business practices. In addition to achieving LEED certification, Taos is also further extending its award-winning conservation efforts, known as [Taos Verde](#) – a comprehensive and groundbreaking environmental initiative that impacts the entire resort and the surrounding community.

Taos has committed to a goal of reducing its greenhouse gas emissions by 20 percent by 2020, and The Blake's LEED Silver certification is an integral part of that effort. The hotel's geothermal heating and cooling system and its outstanding water efficiency were both factors in the LEED Silver score. The resort is also working with [The Brendle Group](#), one of the nation's leading sustainability consultants that specialize in the ski industry, to ensure sustainability efforts are systemic throughout the ski area.

"Throughout this major, multi-year renaissance of Taos Ski Valley, our primary concern is ensuring we're staying true to the values of the community, our natural environment, and our people," said David Norden, CEO of Taos Ski Valley. "LEED certification is an important achievement that illustrates how we're incorporating the highest standards in every aspect of Taos Ski Valley's revitalization."

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LEED Silver certification is just one of several noteworthy sustainability accolades Taos Ski Valley has received this year. Earlier in 2017, Taos Ski Valley became the first ski resort to achieve B Corp status, and in the spring the company was awarded the top 2017 [Golden Eagle Award for Environmental Excellence](#) in the medium-sized ski resort category - the ski industry's most prestigious honor for recognizing resort environmental programs and projects.

"Travelers are selecting locations that speak to their ethics and values and our status as one of the most environmentally and socially conscious ski resorts and destinations in the world is reflecting that," continued Norden. "We offer world-class skiing, sophisticated lodging, delicious cuisine, and a deep and rich culture to explore. We offer visitors a way to stay true to their values when deciding on their vacation destination."

"Achieving LEED certification is more than implementing sustainable practices. It represents a commitment to making the world a better place and influencing others to do better," said Mahesh Ramanujam, president and CEO USGBC. "Given the extraordinary importance of climate protection and the central role of the building industry in that effort, Taos Ski Valley demonstrates their leadership through their LEED certification of The Blake."

About Taos Ski Valley

Nestled among the pristine peaks of northern New Mexico, Taos Ski Valley is undergoing a \$300 million renaissance making it one of North America's premier vacation and adventure destinations. With over 300 inches of average annual snowfall, 300 days of sunshine and more than 1,200 skiable acres, Taos Ski Valley offers a relaxed, friendly atmosphere, breathtaking scenery and exhilarating terrain for every ability level for a spirited mountain experience unlike any other. The resort is maintaining its authentic charm while investing in new amenities both on-mountain and in the base area. Taos Ski Valley is proud to participate in the [Mountain Collective](#), a collaboration of iconic, independent ski destinations. To learn more about Taos Ski Valley, and see the future plans for the Ski Valley, please visit www.skitaos.com.