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June 30, 2024

Pennsylvania Ski Areas Association Rebrands as Pennsylvania Outdoor Recreation Association

Unanimous membership vote expands focus to serve all outdoor recreation providers statewide.

MACUNGIE, PA – June 30, 2024 – The Pennsylvania Ski Areas Association has officially rebranded as the Pennsylvania Outdoor Recreation Association (PORA), reflecting the evolution of Pennsylvania's outdoor recreation industry and the association's expanded mission to serve all outdoor recreation providers across the Commonwealth.

The decision to rebrand was the result of a comprehensive strategic planning session held at Bear Creek Resort in Macungie, PA, with over 20 ski areas from across Pennsylvania participating. The unanimous membership vote recognized that many traditional ski destinations now offer diverse outdoor activities throughout the year, requiring broader industry representation and support.

"Many people do not realize the viable employment options that are available in the field of outdoor recreation," said Lori Phillips, President, PORA. "With our rebrand, we have created a new website specifically focused on outdoor recreation jobs. Additionally, organizing outdoor recreation providers across the state will help us to identify the mutual challenges we face, work together to have a larger voice in our communities, as well as combine resources to enhance benefits for our members such as education programs for employees."

The rebrand aligns with Pennsylvania's establishment of the State Office of Outdoor Recreation, highlighting the growing recognition of outdoor recreation's value within local communities and across the state. Pennsylvania's outdoor recreation economy contributes \$19 billion annually to the state's gross domestic product, ranking 8th nationally among all states.

PORA will collaborate with organizations such as the Pennsylvania Restaurant and Lodging Association (PRLA), local visitors bureaus and chambers of commerce to offer strong leadership and unite the voices of outdoor recreation providers. The association is actively inviting new members from all outdoor recreation sectors to join, including adventure recreation businesses, outdoor activity providers, and year-round destination operators.

"We need to build a reliable and well-educated workforce and communicate to the public the viable jobs and economic value that outdoor recreation providers offer," added Phillips.

"As the newly rebranded PORA, we can operate more efficiently, sharing risk management resources with our members and ultimately create a more business-friendly environment."

The rebrand maintains PORA's strong foundation built over more than 45 years of industry leadership while positioning the association to serve Pennsylvania's expanding outdoor recreation economy. The organization will continue to provide advocacy, workforce development, risk management resources, and business growth opportunities for all members.

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About the Pennsylvania Outdoor Recreation Association

The Pennsylvania Outdoor Recreation Association (PORA) represents outdoor recreation providers across Pennsylvania's \$19 billion outdoor recreation economy. Founded in 1978 as the Pennsylvania Ski Areas Association, PORA serves outdoor recreation providers across all 67 counties of the Commonwealth. The association provides advocacy, workforce development, risk management resources, and business growth opportunities for its members while supporting Pennsylvania's outdoor recreation industry through legislative representation and economic development initiatives. For more information, visit paoutdoors.org.

Media Contact: Lutricia Eberly, Executive Director Pennsylvania Outdoor Recreation Association

info@paoutdoors.org