

Alta Gala

PRESS RELEASE

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Alta Gala 2011 Fund Raiser Set for April 9th at La Caille

To raise funds to help support their community efforts, three of Alta's non-profit organizations, Alta Community Enrichment (ACE), the Friends of Alta (FOA) and the Alta Historical Society (AHS) will host the **5th annual Alta Gala on Saturday, April 9th at La Caille Restaurant, starting at 6:00 pm.**

As a brief overview, ACE provides opportunities for participation in the arts, cultural events and education. FOA is Alta's local land trust organization and focuses on ways to encourage stewardship and sustainability of Alta's mountain environment. The AHS mission is to tell the story of Alta's rich history to the public, sponsoring weekly Fireside Chats during the ski season. AHS also collects and displays valuable historical photographs, films, and artifacts tied to Alta's past. The three organizations are 501(c) 3 non-profits.

Over 300 Alta locals, Salt Lake Valley residents and out-of-state Alta enthusiasts are expected to attend the Gala. The party includes a fabulous dinner, live music by the JD Moffat Band, dancing, a bountiful silent auction, photo mementos and thank you gifts including an Alta Ski Area day pass (good thru 12/9/11) and a \$25 dining gift certificate for La Caille.

An important component of the Gala is the Stellar Award, created in 2009 as a special tribute to community members for their unique contributions to the Alta community. The 2011 Stellar Award will go to Alan Engen. Alta is Alan's ski home for almost 70 years, from his days skiing with his father, Alf, in the mid-1940s, to his position as Director of Skiing. A full bio on Alan is available on the Alta Gala web site, www.altagala.org, along with information about past Stellar Award recipients.

This year's live music, provided by the JD Moffat Band, has an interesting and strong Alta connection. JD Moffat is the grandson of George Watson, Alta's self-proclaimed 1st Mayor. As a young boy, JD was often at his grandfather's side as Watson masterminded colorful, often zany exploits as a miner, stock promoter and early-day ski aficionado, which led to the establishment of our wonderful Alta Ski Area. JD and his band will entertain guests starting around 8:00 pm with a combination of R&B, jazz standards, classic rock, Broadway standards and a little bit of country.

Tickets to the Gala are available at \$100 per person and may be purchased online at the Alta Gala web site www.altagala.org or by calling Jen Clancy at 801-742-9719.

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