

FOR IMMEDIATE RELEASE

Contact:

Anna Loughridge
801-385-9325
aloughridge@utah.gov



Zion National Park Forever Project Wins Red Emerald Award

Non-profit organization honored at St. George Chamber of Commerce's Foundation Gala and Awards Night

ST. GEORGE, UTAH (Jan. 22, 2025) — In partnership with the St. George Chamber of Commerce's Foundation Gala and Awards Night, the Utah Office of Tourism awarded Zion National Park Forever Project, the official non-profit partner of Zion National Park, as the winner of the office's Red Emerald Award. The Red Emerald Award celebrates individuals or organizations that shape rarified, distinctive, unique to Utah and highly coveted experiences.

"The Zion National Park Forever Project exemplifies an inspiring balance between tourism and stewardship, making them a perfect recipient of the Red Emerald Award," said Natalie Randall, managing director of the Utah Office of Tourism and Film. "Their efforts to protect Zion National Park while enhancing the visitor experience have been instrumental in sustaining its long-term viability."

Zion National Park Forever Project representatives accepted the award at Black Desert Resort on Jan. 18. Chief Operating Officer Chris Horton spoke on behalf of Chief Executive Officer Natalie Britt.

"At Zion Forever, we think of ourselves as space makers. Our mission is to create opportunities for meaningful conversations about the outdoors and ensure that public lands remain accessible, enjoyable, and sustainable for everyone. It's about bringing together communities, park users, and stakeholders to share in the stewardship of these remarkable spaces," Horton said in the acceptance speech.

The driving force behind the Utah Office of Tourism's vision, the Red Emerald Strategic Plan's mission is to elevate life in Utah by advancing the visitor economy through responsible marketing, stewardship and destination development.

For more information on the Zion National Park Forever Project, please visit zionpark.org.

###

About the Utah Office of Tourism

The Utah Office of Tourism's (UOT) mission is to elevate life in Utah through responsible tourism stewardship. We do this through marketing, stewardship and development. Marketing: UOT curates messaging that inspires visitation, supports local businesses and builds the Utah economy. Stewardship: UOT manages visitation statewide and supports the responsible discovery of Utah. Development: UOT partners with local communities to enhance and develop their visitor economies to benefit residents and visitors. Learn more at visitutah.com and travel.utah.gov