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TAMARACK RESORT ELEVATES LEADERSHIP IN RESORT OPERATIONS

TAMARACK, Idaho – (July 8, 2022) – As part of its ongoing pursuit of operational excellence across the entire destination, Idaho’s Tamarack Resort has elevated Wolfe Ashcraft, formally Vice President of Resort Operations to Vice President of Resort Marketing and Operations.

Ashcraft has been with Tamarack since 2004, leading key departments including the Sports School, Retail, Marketing, Base Operations and, most recently, all resort recreation operations. Born and raised in the ski industry, Ashcraft also brings an entrepreneurial mindset to his work, having owned and run a specialty outdoor store and watersports school in Valley County prior to joining Tamarack.

“Since he joined Tamarack Resort 18 years ago, Wolfe has brought a rare combination of passion, knowledge and skill to everything he does and his expanded role reflects his constant contributions at every level. His focus on the experience for our employees, guests and homeowners continues to bring the full vision of Tamarack to life every day. As one of our longest-standing employees, I’m confident that Wolfe’s leadership will continue to elevate Tamarack into one of the nation’s leading resorts,” said Tamarack President Scott Turlington.

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About Tamarack Resort

Tamarack Resort is a four-season destination nestled in Idaho’s Payette River Mountains Region. The resort is located 90 miles north of Boise on the shores of Lake Cascade, just west of the small town of Donnelly. From onsite lodging, dining and event space to the full range of outdoor recreation in the Idaho mountains, there is adventure for all seasons. The winter brings 2,800 feet of vertical on 1,100 lift-accessed acres for skiers and snowboarders, along with Nordic and snowshoe trails. During the summer, the resort is home to mountain biking, hiking, rafting and watersports on Lake Cascade. For more information on recreation, lodging and real estate, visit www.tamarackidaho.com.