



## **FOR IMMEDIATE RELEASE**

**November 3, 2025**

### **PORA Hosts Inaugural Career Awareness Event for High School Students**

*80+ students explore careers in Pennsylvania's \$19 billion outdoor recreation industry at Blue Mountain Resort*

Palmerton, PA – November 3, 2025 – The Pennsylvania Outdoor Recreation Association (PORA) successfully hosted its inaugural career awareness event at Blue Mountain Resort on October 28, 2025, introducing 80+ high school students to diverse career pathways within Pennsylvania's outdoor recreation industry.

The event, designed as a series of interactive career stations, showcased the breadth of professional opportunities available to students. Industry professionals led stations highlighting careers in lift maintenance and snowmaking, hospitality management, retail operations, marketing, fire-fighting, safety and rescue, and skilled trades. Each station featured hands-on activities, career stories from working professionals, and information on education and certification requirements.

The response from educators was immediate and encouraging. Teachers reported students continued discussing the event in their classrooms following the day, indicating the experience resonated beyond the immediate event.

"This event showcased something critical for high school students to understand," said Lutricia Eberly, Executive Director of PORA. "Outdoor recreation careers extend far beyond seasonal positions. Our industry needs skilled professionals year-round, and the opportunities are diverse, rewarding, and accessible."

The career stations were staffed by professionals from partner outdoor recreation providers across Pennsylvania who volunteered their time to share their expertise and passion with the next generation of outdoor industry workers.

PORA plans to continue building direct connections between educational institutions and outdoor recreation employers. The events support PORA's workforce development initiatives and address the growing demand for qualified professionals throughout the outdoor recreation sector.

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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](http://paoutdoors.org).*

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