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Celebrating One Year of *Gray Malin in Aspen*
With a Charitable Contribution to Protect Our Winters

Aspen, Colo. (March 25, 2021) – Just over a year ago, fine art photographer Gray Malin released his popular vintage-inspired photo series, *Gray Malin in Aspen*, in collaboration with The Little Nell, coinciding with the hotel's 30th anniversary celebration. The playful images that were created highlight the undeniable glamour of Aspen ski culture with a yesteryear twist, featuring models styled in classic ski wardrobes along with a loveable Bernese Mountain dog and props such as vintage ski equipment, original Goyard and Louis Vuitton trunks, a 1950s Porsche and more.

When planning the collaboration, Gray Malin and The Little Nell recognized the importance of including a philanthropic component and selected Protect Our Winters (POW), a non-profit close to The Little Nell's parent company, Aspen Snowmass, as the beneficiary. Gray Malin committed to donate a portion of the proceeds from each sale from *Gray Malin in Aspen* made on graymalin.com to POW, the leading non-profit climate advocacy group for the winter sports community. Now that the one-year mark has been met, a grand total of \$49,289.17 has been donated to POW, making a major impact on the non-profit and reflecting the positive response to these uplifting images from an Aspen winter getaway.

Mario Molina, POW Executive Director, expressed his sincere appreciation for this gift, acknowledging “Gray Malin is nonpareil at capturing 'place' which is why it's the highest compliment to POW to be chosen as the beneficiary of the *Gray Malin in Aspen* series, a collection that captures the winter adventures and settings we are working to protect from the effects of climate change.

“In 2020, POW reached more than 33 million potential voters and our civic engagement campaign helped over 40,000 outdoor enthusiasts vote. In 2021, thanks to Gray Malin's support, POW will promote nonpartisan solutions for climate, build relationships with Black, Indigenous and People of Color (BIPOC) communities advancing environmental justice, protect our democracy in future elections, and advance our state-level efforts to grow the 'Outdoor State.’”

“I’m thrilled to have been able to give back to an amazing cause over the past year in conjunction with my series release,” said Gray Malin. “POW does incredible work that I am proud to have supported through this donation.”

“This creative collaboration has been an honor for us to be a part of every stage of the way,” said Jonathan Fillman, General Manager of The Little Nell. “From conceptualizing to executing the outdoor shoot in winter to unveiling these works of art in the living room at the hotel to our current exhibit at the Sundeck to now sharing the news of this generous donation. It truly is a gift that keeps on giving.”

Prominent Aspen locations in the series include The Little Nell’s porte-cochère and slopeside balcony from the Paepcke Suite, as well as Buckhorn Cabin on Aspen Mountain, Cloud Nine Alpine Bistro on Aspen Highlands and more.

Visit the Sundeck restaurant atop Aspen Mountain to see select large-scale images from the series on display. Signed and numbered prints are available as limited editions on GrayMalin.com and at The Little Nell’s retail boutique in store and online at nellboutique.com.

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For images from the *Gray Malin in Aspen* series, please inquire.

For images from The Sundeck exhibition: <http://bit.ly/GrayMalin-Sundeck>

Instructions for Image Relay: When you click on Download and agree to the terms, you’ll see the sizes available to download – from full resolution to web resolution. For images, when you click on Photo Details, you’ll see the photographer’s name. If no photographer is listed, please credit The Little Nell. For editorial use only.

ABOUT THE LITTLE NELL:

Aspen's only Five-Star, Five-Diamond, ski-in/ski-out hotel, offers luxury services and unparalleled access to America's most famous mountain town. Guests of The Little Nell – a Relais & Châteaux resort - enjoy a cosmopolitan yet intimate ambience, haute cuisine, and exclusive adventures and amenities designed to rejuvenate the mind, body and spirit. To book your next stay, visit www.thelittlenell.com.

ABOUT GRAY MALIN:

Gray Malin is a modern day fine art photographer, New York Times Bestselling Author and CEO of his namesake brand, Gray Malin. With the philosophy to Make Every Day a Getaway®, Gray's photography has expanded into a line of luxury products for home and travel. He has shot over 30 series around the world in locations as remote as Antarctica and Bhutan while also receiving commercial recognition for inventive aerial beach, ski, and park scenes of the world's most iconic destinations. With his keen ability to capture the essence of particular locations, he has had the coveted opportunity to photograph some of the country's most celebrated properties such as The Beverly Hills Hotel, Rockefeller Center, The Little Nell and The Breakers Palm Beach. Gray Malin has partnered with numerous global brands such as Disney, Google, Neiman Marcus, Bugaboo, Away, Ladurée, Le Meridien and more. These partnerships range from commissioned shoots to product and content collaborations, allowing audiences to interact with his art in new and exciting ways. For more information on prints, partnerships, and products, visit www.GrayMalin.com.

ABOUT PROTECT OUR WINTERS:

Protect Our Winters is a 501(c)(3) nonprofit that helps passionate outdoor people protect the places and lifestyles they love from climate change. Founded in 2007 by professional snowboarder Jeremy Jones, POW is a community of athletes, scientists, creatives and business leaders advancing non-partisan policies that protect our world today and for future generations. For more information, visit www.protectourwinters.org.