

For Immediate Release
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Snowmagical Family Fun Fest Celebrates 25 Years July 28-30

(Snowmass Village, CO) Snowmass is renowned as a premier winter destination for the family, and its summers are gaining similar momentum as well. With free family activities, affordable and convenient lodging, and a mountain of adventures ranging from mountainboarding to a rodeo to campfire sing-alongs, Snowmass is a summer haven for families. Celebrating 25 years this summer is the Snowmagical Family Fun Fest, an event that has long been hailed as the cornerstone of the Snowmass summer.

"The Snowmagical Family Fun Fest is one of the best family festivals in the region, and we are proud to welcome its 25th anniversary this year with an extra day of entertainment," says Snowmass Village Marketing Director Susan Hamley. "If you're looking for a beautiful mountain place to make memories of a lifetime with your kids, this festival and Snowmass are the place to be."

The Snowmagical Family Fun Fest, which has brought in crowds as large as 5,000-strong, boasts three free days of high caliber entertainment by national performers. From professional Disney magician Terry Ward to ventriloquist Wayne Francis to award-winning storyteller Denise Berry-Hanna, the Snowmass Village Mall is packed with back-to-back performances and non-stop activities. During the day families can participate in everything from juggling and magic workshops to face painting to being a part of the madcap antics of such talented performers as Mysto the Magi, the Firehouse Circus, Mike T., and a whole team of talented Colorado performers. The evenings are filled with special events such as an outdoor showing of the movie ET, a magical dine-around with magicians in participating restaurants, and a late-evening magic cabaret show. Special exhibits such as local fire trucks and the Aspen Safety Trailer add a dimension of learning for kids as well.

"It's a huge, affordable, family-oriented weekend," says event organizer Doc Eason, who has run the festival for 25 years and is a renowned magician in his own right. "And when I say family, I don't mean there's a bunch of clowns running around for toddlers. These are national multi-level entertainers and performances that will appeal to the biggest and littlest kid in every family. It's outstanding family entertainment in a beautiful resort at a great time of year to head to the mountains."

For Doc Eason, the Snowmagical Family Fun Fest has been a 25-year labor of love. Originally begun in 1981 as the Magic & Puppet Festival, the event went through various incarnations and precarious times over the past quarter century. Twice the

festival was almost cancelled, including one year where Doc Eason personally raised enough money to ensure its survival.

“The festival is a beloved entity both for audiences and performers alike and it was really important to keep it going,” says Eason. “The performers are working for a pittance of their normal rates, but they have such a great time and know they’ll have really receptive audiences.”

Along with Doc Eason, veteran performers Jim Jackson and Denise Berry Hanna have been with the festival from the start, as has the Snowmass Wildcat Fire District, which Eason calls a great supporter of the community and the event.

The Snowmagical Family Fun Fest has come a long way from its humble beginnings to reach this quarter century milestone and boasts the strongest line-up of shows and activities ever.

For a schedule, details, and special lodging packages, please visit www.snowmassvillage.com. For media information, please contact Allison Johnson at aj@snowmasspress.com or (970) 704-9988.

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