

For Immediate Release
Media Contact: Allison Johnson
Director of Publicity, Snowmass Village
Phone: (970) 704-9988 Cell: (970) 309-5485
Email: aj@snowmasspress.com
Media Website: www.snowmasspress.com



Snowmass revitalizes its summer offerings

Snowmass Village, Colorado. 2006. While Snowmass is renowned as the premier winter family mountain destination in North America, it's also the hottest new summer/fall destination as well. With an enhanced and dynamic schedule of events, affordable lodging, free activities, 40 miles of serene hiking and biking trails in the gorgeous Elk Mountains, and music, music, and more free music, Snowmass has raised the bar for other summer mountain resorts. Whether visitors want a peaceful, rejuvenating retreat or a hopping good time, it's all obtainable in Snowmass.

Snowmass News for 2006:

Activities & Adventure Summer Highlights:

Snowmass opened the only year-round zipline in Colorado this winter and it debuts this summer as a zooming good time that friends can try together. Over 1,000 feet long, 35 feet high, and at speeds of up to 35 miles per hour, two riders at a time can zip side by side down the slope together on two different cables. Cost is \$10. It's located at the top of the Burlingame lift and open 9:30am- 4pm from June 24 - Sept 4.

Snowmass celebrates its ranching & rodeo heritage this year with additional western fun. On Western Wednesdays, head to the mall from 3-5 pm for two hours of free rodeo-themed entertainment such as roping lessons to whet your whistle for the oldest continuously running community rodeo in the state every Wednesday from 5-9 pm. Also new and on the mall this year is a Western Heritage Museum. Come check out exhibits, photos and artifacts from Snowmass' earliest days.

We did the math, and we were *wrong!* We've been underestimating the miles of trails in this 25-square-mile town that borders the 4th largest wilderness area in the state and a national forest. We've got 25 miles of single track trails for hiking and biking and 40 miles of multi-use trails ranging from paved paths to jeep roads! Over 26 mix-and-match trails await hikers and bikers

including new downhill and freeride biking trails and a fully renovated 5-acre terrain park. Snowmass is also one of the only resorts in the west to offer a mountainboarding terrain park, and it's used by the pros in the national championships each summer.

Snowmass opens a state-of-the-art Community Recreation Center this summer that will include a 2,338 sq. ft. leisure pool, two-lane 25-yard lap pool, adult Spa, tot pool, water features such as a water slide, water cave, bubble rock, downspout, tumblebuckets and tunnel arch, and outdoor showers and concession seating area. The associated 8,169 sq ft recreation center will open concurrently featuring a full fitness area with workout equipment, locker rooms, showers, restrooms, and concession.

Summer Events Highlights:

The Snowmass Chili Pepper & Brew Fest will be the first place in Colorado to catch the new tunes from rock star Jonny Lang's first album in 4 years. He headlines this food & fermentation feast with Medeski, Martin & Wood, Trevor Hall & several other up & coming talents. The festival also offers 3 days of prestigious chili and microbrew tastings and competitions. International Chili Society members vie for entrance to the World Championships, while top national microbrewers battle for the title of Best Summer Ale. Tickets are only \$15/day or \$25/day for the all inclusive party pass with tastings & music. More information is available at www.snowmasschiliandbrew.com.

Snowmass is celebrating the 25th anniversary of the Snowmagical Family Fun Fest (July 28-30) this summer, which is three full days of completely free family entertainment ranging from puppetry workshops to street performers to nonstop street and magic shows. More info is available at www.snowmasspress.com/snowmagical.

The renowned Anderson Ranch Arts Center is celebrating its 40th anniversary this year with "High Art in the Rockies," a series of three captivating events including a panel discussion by artists, special recognition dinner, and annual art auction scheduled over five consecutive days in August 2006. (More information is available at www.andersonranch.org)

The National Offroad Biking Association chose Snowmass to host the national finals of the National Mountain Bike Series, North America's premier off-road cycling series. The competitions August 10-13 will include the largest cycling expo in Colorado and The National also was designated a Union Cyclist Internationale Event (think Tour De France and World Cup) so that athletes will be able to earn points toward the World Cup *and* in pro xc men and women's competitions, the U.S. Olympic team for 2008 by competing here, so we expect an extraordinarily high caliber of international mountain bikers to attend.

The Snowmass Wellness Experience, August 4-6, has booked an all-star crew of keynote speakers for this weekend of rejuvenation in the Rockies that includes three days dedicated fitness, nutrition, and spiritual wellness topics with cooking classes, concerts, workshops, wine tastings and more. This year, celebrity chef Cat Cora (she's the first and only woman to win the Food Network's Iron Chef America show and recently was featured on NBC's Celebrity Cooking Showdown), Lance Armstrong's personal trainer Chris Carmichael, New York Times #1 best-selling author Debbie Ford, Hal Dvoskin, author of the New York Times best-selling book "The Sedona Method," and Dawna Stone (the winner of Martha Stewart's Apprentice show) are just a few of the featured speakers who will appear. Tickets are only \$25/day and more info's at www.snowmasswellness.com

Beyond the schedule:

While these and other events fill Snowmass with visitors and activity all summer long, they're only part of the appeal. Snowmass lodging is a virtual steal in the summer, and with 95% of the lodging right on the mountain and a free shuttle around Snowmass, visitors can park their cars and never look back. Free daily activities like kids craft classes, Anderson Ranch Arts tours and evening lectures, outdoor Thursday night concerts and Friday night movies, On-Mountain Nature Walks and more complement other free activities available such as the skate park, basketball courts, soccer fields, playgrounds, and over 40 miles of spectacularly scenic hiking and biking trails just within the town of Snowmass.

Other adventures available at Snowmass for a fee include a western rodeo, tennis, golf, and spa opportunities at the Snowmass Club, hot air balloon rides, jeep and horseback tours by Blazing Adventures, a sunset dinner at a rustic cabin, and on-mountain activities such as the Bungee Trampoline, a climbing wall, chairlift ride, and disc golf.. Younger kids can try their

hand at trout fishing or gold panning, while older kids can sign up for Run & Gun Paintball or try out the Mountainboard or new bicycle terrain courses. The whole family can head to free Storytelling and a Sing-Alongs under the stars as well.

Whether young or old, small or tall, groups of friends or couples, visitors will find that Snowmass now offers adventure, rejuvenation, and distinctive fun for everyone.

For lodging, event, and general information, please call 1-800-SNOWMASS or visit www.snowmassvillage.com.

###