



For Immediate Release
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Snowmass is a Holly Jolly Destination this December

Snowmass Village, CO. The weather outside may look frightful, but on the slopes it's quite delightful. Snowmass is the place to go, with lots of snow, lots of snow, lots of snow! This holiday season, Snowmass offers families an ideal wintery retreat with plenty of holiday activities for kids, convenient lodging (95% is slope-side and free shuttles run every 15 minutes throughout the village), and holiday activities all month long.

“The holidays in Snowmass are such a special time of year,” says Susan Hamley, Marketing Director for the town of Snowmass Village. “Wherever you go, from the slopes to the shops to the lodges, Snowmass is awash in vibrant holiday spirit and stunning mountain views. With its convenient slope-side lodging and free shuttle system, Snowmass also is enormously family-friendly all season long.”

From tree-lighting ceremonies to a torchlight parade down the ski mountain to Santa's magical presence, Snowmass simply sparkles with festive cheer this December:

Snowmass Holiday Schedule:

Music on the Mall: The Snowmass Village Mall steps up the après-ski action this December with live music concerts on the mall from 2-5 pm. Grab a drink from the Stewpot's new outdoor bar, a table under a heat lamp to keep you toasty warm, and mellow out to the fantastic tunes of local and regional bands December 2-4, 9-11, 15-24, and 26-31.

Letters to Santa: Children with last minute requests can drop off a note in Santa's personal mailbox located on the Snowmass Village Mall. Selected letters are published in the local newspaper, *The Snowmass Sun*.

Holiday Open House at Anderson Ranch Arts Center: Featuring an exhibition of artwork by this renowned arts center's artists in residence, a candlelit walk between studios lit with 300 luminaries, and festive goodies, this holiday open house on December 15 from 5-7 p.m is the perfect chance to meet resident artists and purchase original artwork for that someone special on your list.

Holiday Open House and Tree Lighting Ceremony: Join the Silvertree Hotel on December 18 for the free annual holiday open house in front of the lobby's brilliant 17-foot Christmas tree. Special guest Santa Claus and his elves hand out candy canes for children and a light holiday buffet puts revelers in the spirit. Santa also will be on-hand December 17-24 in the lobby from 4:30-6:30 pm for free photos, hot chocolate, cookies, and wish-taking.

Santa's Village & Carolers-a-Caroling December 21-24: The North Pole comes to Snowmass when Santa's magical village opens to hear the last minute requests of good girls and boys. Free photos with Santa are offered daily throughout the week. Each afternoon the Revelers Choir is on the Mall singing favorite Christmas carols, while John Sommers and Twirp Anderson serenade guests in the Silvertree lobby with mountain favorites and seasonal songs as well.

Torchlight Parade December 23: Whether viewer or participant, the annual torchlight parade down Snowmass' slopes looks magnificently luminous! Moms, Dads and Kids ages 8 and older are invited to be part of the trail of light down.

Storytelling at the Silvertree Hotel December 23 & 24: On December 23, join Jill Sheeley, local author of "Fraser the Yellow Dog" at 3:45 pm for music, stories, and special visits by the real dog Fraser. On Christmas Eve, Santa will be reading holiday tales before a roaring fireplace in the Silvertree Hotel lobby.

Snowmass Chapel December 24: The Snowmass Chapel holds two candlelight protestant services with Christmas Handbell and Vocal Choirs at 7 and 9pm.

Menorah on the Mall. The Snowmass Village Mall hosts Menorah on the Mall this winter with a prayer ceremony every night beginning Dec 25th for eight consecutive days. The Menorah will be set up facing the Clock Tower and the ceremony will include appropriate amenities and hot apple cider and donuts.

Channukah at the Silvertree Hotel December 26: Celebrate the Festival of Lights at the Silvertree with a menorah, dreidels, and gelt for everyone to enjoy.

New Years Activities

Ring in 2006 in style! From fabulous gourmet feasts at local restaurants to rockin' live music and dancing into the wee hours, Snowmass celebrations abound, including:

Artisan Handcrafted Cuisine and Sage Bistro & Bar offer divine epicurean menus, intimate settings, and the ideal romantic way to celebrate the New Year.

The Silvertree Hotel hosts its 17th Annual New Year's Eve Celebration with a gourmet dinner, live music, dancing, a balloon drop, and a special simultaneous children's party for the little ones as well.

Put on your best party hat and dancing shoes for The Blue Door's annual Rockin' New Year's Eve Party with live music and a champagne toast at midnight. Other New Year's hot spots include Mountain Dragon and Zane's Tavern.

In addition to these holiday activities, Snowmass offers tons of free family activities, ranging from sledding and Nordic skiing to hot chocolate and campfire sing-a-longs to kids crafts programs. Teens can try out the thrilling new Zipline this year or families can relax to the new après-ski live music scene on the mall.

Snowmass Village, Colorado, is located in the heart of the Elk Mountains 9 miles from Aspen, Colorado. Voted 4th best resort in North America this year by Ski Magazine readers, Snowmass is accessible via four regional airports: Aspen, Eagle, Grand Junction, and Denver.

For a complete list of holiday events and activities, please visit www.snowmassvillage.com or call 1-800-SNOWMASS. For media information or photos, please contact Allison Johnson at (970) 704-9988 or visit www.snowmasspress.com.