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SNOWMASS VILLAGE ANNOUNCES NEW FREE MUSIC SERIES ALCOHOL SALES TO BENEFIT LOCAL NONPROFITS

Snowmass Village, Colo. -- Snowmass Village is pleased to announce that local Snowmass nonprofits will be the beneficiaries of the sale of alcohol at this summer's free concerts.

"We're pleased to be able to continue this beloved concert series that our community has appreciated for the past 15 years," says the town's Director of Marketing & Special Events Susan Hamley. "Donating the proceeds is another way to support the community and raise awareness for local organizations and partners."

Six Snowmass-based and marketing partner non-profit organizations, including Jazz Aspen Snowmass, Anderson Ranch, Challenge Aspen, the Snowmass Rotary, and the Little Red School House, will each be designated a particular concert night and will receive all the profits from beer and wine sales from that night. The Snowmass Village Marketing & Special Events Department will help promote each nonprofit's night in advertising and public relations to raise their visibility, and the organizations will be able to set up a booth to hand out information as well. The remaining five nights of the concert series will provide a buffer to ensure that in case of inclement weather, each non-profit will receive a reasonable donation.

The Snowmass Marketing & Special Events Department plans to keep alcohol costs affordable this summer by selling beer and wine starting at \$2/glass. Three-to-four beer and wine selections of varying quality and prices will be offered both at 14 taps at three different bar stations on the hill and by four roaming vendors, while an on-site wine cellar will also be available to purchase more expensive full bottles of wine.

As part of the new alcohol policy, the Snowmass Village Marketing & Special Events Department is committed to ensuring the quality of the concert experience by excessively staffing the concerts to help ensure no long lines. The concert entrances on Elbert Lane and the Snowmass Village Mall will be manned by guest services representatives. Concert attendees carrying no coolers or bags can use a pass-through lane, while multiple other fast-moving lanes will be dedicated for those wishing to carry coolers onto the hill. Visitors who haven't heard about the alcohol policy change that now prohibits bringing personal alcoholic beverages onto the hill will be able to claim check their alcohol for pick up when leaving the venue.

While the policy on alcohol consumption was changed to comply with state laws, the rest of the free concert series remains in the same beloved format and promises the same stellar music, scenic sunsets, and a Family Fun Zone with face painting, juggling and a house of bounce for kids. Jazz Aspen Snowmass shortly plans to finalize and announce the music line-up for this summer.

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