



## **The BUZZ IN SNOWMASS**

**New flights, Moonlit Treks, V.I.K. “All Access Snowmass,”  
a whole new Gwyn’s, and more**

**Snowmass, Colo.,** (October 24, 2016) – Building on Snowmass’ already incomparable guest experiences, a wide variety of exciting new offerings and activities will make every minute uniquely memorable – on and off the slopes.

### **Around Town**

**New Flight Service at Aspen/Snowmass Airport (ASE)** – New this winter, Delta Air Lines will offer daily service between ASE and Salt Lake City (SLC), as well as direct service from ASE to Los Angeles (LAX). In addition, American Airlines will fly three times a day between Dallas (DFW) and Aspen, up from one daily flight, beginning November 18, and United Airlines will begin non-stop winter service from Los Angeles (LAX), Chicago (ORD), San Francisco (SFO) and Houston (IAH) on November 30. Both American and United flights are starting earlier than in previous years. New flights complement direct service already in place from Denver (DIA), Atlanta (ATL) and Minneapolis (MSP).

**NEW Very Important Kids (V.I.K.) Winter Programming** – Growing by leaps and bounds (and giggles and high-fives), V.I.K. is specifically designed to provide activity options for families once the lifts close, with daily programming, such as crafts and magic shows, for children. This winter, V.I.K. will debut an exciting new program, called **“All Access Snowmass.”** Every Tuesday, from 4:00-5:00pm, kids (and their parents) will get a behind-the-scenes look at life at a mountain resort, from how snowcats groom the slopes to the snowmaking process to a meet-and-greet with Snowmass Ski Patrol and their dogs.

With so much to write home about, Snowmass is offering **“Postcards From Snowmass.”** Along the lines of popular adult coloring books, kids and their parents can choose and color their own personal postcards. Once completed, they can be mailed to family and friends for free.

Additional VIK activities are offered in Snowmass every day, starting Sunday, December 18, 2016, and continuing through Sunday, April 16, 2017. For more information visit [VikSnowmass.com](http://VikSnowmass.com).

**Moonlit Treks** – Back by popular demand, Moonlit Treks includes snowshoeing/cross-country skiing on a 1.2-mile cross country course, with stations along the way for selfie breaks and cocoa with firefighters and more, as well as live music and a pasta dinner from the Snowmass Club at the Black Saddle Bar and Grille. Moonlit Treks is a collaborative effort between Snowmass Tourism, Snowmass Club, Anderson Ranch Arts Center, Snowmass Chapel, Snowmass-Wildcat Fire Protection District and the Snowmass Cross Country Center. Events will take place on or near to full moon nights on select Saturdays, December 17th, 2016, and January 14th, February 11th and March 11th, 2017. The dinner is \$15/person. Rental snowshoe or cross-country gear is available for \$10/person. **R e s e r v a t i o n s r e q u i r e d**, events will sell out. Contact the Snowmass Club at 970-923-0929.

**Tune In: Live Music Venues** – Hot new venues like TURKS & Bull Dogs in Snowmass Village and local faves like Wildwood Snowmass, Viceroy Snowmass and The Westin Snowmass Resort have amped up the local live music scene. TURKS & Bull Dogs, in particular, hosts local, regional or national rock and roll acts nightly, from après to late-night.

**Dish!** – Diners in search of sustenance will find some tasty new options this winter. Adding to offerings at 37 local restaurants, Sake is opening in the former Bia Hoi space in Base Village. By the seasoned owners of Slice Italian Bistro across the way, the restaurant will have a whole new look and feature Pan-Asian dishes, sushi and a sake bar.

In addition, Crepes 'N' Juice will serve up homemade crepes, fresh juices, smoothies, yogurt bowls and espresso, in the little caboose (formerly Venga Venga Express) on the Snowmass Village Mall.

### **At Snowmass Hotels**

**Viceroy Snowmass** – The Viceroy kicks up guest amenities this winter, with bamboo to-go boxes, like The Sandwich Board and The Sweet & Savory Snack Box, as well as customized “Home Away From Home” fridge amenities in guest rooms. Also new is the “360 Omakase Winter Experience,” whereby guests let Viceroy organize everything from meals to bucket-list experiences to relaxation. Guests may also make their own free power bars for fueling up in a pinch. And **Ricard Restaurant at Viceroy Snowmass** will open for the season with a new menu featuring Southern favorites.

**The Westin Snowmass Resort** – Determined to give guests full access to the local surroundings, on- and off-piste, The Westin is offering free use of stabilizers – simple devices that hook over hiking boots or shoes and make joining the uphill movement at Snowmass hassle-free. Via Westin’s recent partnership with New Balance, New Balance shoes (with socks to keep) and clothing are

available on loan for a small fee.

## **On The Mountain**

**All-New Gwyn's High Alpine Restaurant** – Part of ongoing on-mountain improvements (a new High Alpine chairlift, trail work and glading, and the installation of new snowmaking equipment) in the High Alpine Zone on Snowmass Ski Area, ever-popular Gwyn's has undergone an extensive remodel. Highlights to the casual and fine-dining experiences include expanded seating, a new bar with a large wood-burning fireplace and big-screen televisions. The previous cafeteria-style café will change into a "market" setup that will improve diners' access to food and drink, and a satellite bar and coffee station has been added downstairs. Grand Opening is set for early December 2016.

**Lynn Britt Cabin Après (LBC Après)** – For the first full winter season, quaint Lynn Britt Cabin, located mid-mountain on Snowmass, will throw lively après parties featuring \$6 Woody Creek Distillers Cocktails alongside après food specials starting at \$5. Entertainment includes DJs, giveaways, a fire pit and outdoor lounge seating. LBC Après will kick off Feb. 17, 2017, and run until Apr. 2, 2017, every Friday, Saturday and Sunday throughout the spring. Both Feb. 17 and Apr. 2 will feature a special kick-off and closing party with a free pig roast.

**The Snowmass Sled Mobile Kitchen** – Snowmass' roving food sled will continue to pop up on the slopes around Elk Camp and Sheer Bliss this winter. Follow @mtndining on Instagram to see where to be – and when – to slide up for quick, tasty eats like carne asada tacos or bahn mi sandwiches.

**Art in Unexpected Places** – Aspen Skiing Company (ASC) and the Aspen Art Museum (AAM) continue their longstanding collaboration called 'Art in Unexpected Places' for the 2016–17 ski and ride season. New York–based artist Shinique Smith combines an array of visual sources in a two-year site-specific wall mural installation at Elk Camp restaurant, Snowmass. Smith explores the connections and values we ascribe to objects—both discarded and prized—and examines the very notion of "belonging," Smith incorporates graffiti, fashion, dance, Abstract Expressionism, and Japanese calligraphy, as well as cultural and social issues around production, consumption, surplus, and waste in her work.

**About Snowmass, Colorado** – *A renowned winter playground and vibrant mountain community just 9 miles from downtown Aspen, Snowmass consistently ranks as one of the best ski areas in the world. In addition to unmatched natural beauty and over 300 sunny days a year, Snowmass ski resort offers guests 3,332 acres of multi-level terrain and boasts the second largest vertical drop in the United States. 95% ski-in/ski-out lodging, 37 restaurants, numerous shops and boutiques, a bounty of off-piste activities, and a friendly, small town feel beckon visitors year-round. For more information and a complete calendar of events and activities, please visit: [www.gosnowmass.com](http://www.gosnowmass.com).*

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