



# S N O W M A S S

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## C O L O R A D O

### **What's New for Summer 2020 in Snowmass, CO**

*First IMBA Gold-Level Ride Center in Colorado, Restaurant & Retail Openings, and New Events & Activations Come to Snowmass This Summer*



**Snowmass Village, Colo.,** (July 16, 2020) – Today, Snowmass Tourism announces summer news including new openings, offerings, and activations.

*Snowmass is the New Mountain Biking Heart of Gold, IMBA Gold*

#### **Aspen Snowmass / Roaring Fork IMBA Gold-Level Ride Center**

In January 2020, Snowmass, along with the rest of the Roaring Fork Valley was designated as the first IMBA Gold-Level Ride Center™ in Colorado by the International Mountain Biking Association. The IMBA Gold-Level designation, the top award for mountain biking destinations, offers mountain bike enthusiasts more than 300 miles of high quality singletrack from Aspen and Snowmass to Basalt, Carbondale, and Glenwood Springs. Guests riding in Snowmass and the Roaring Fork Valley can take their pick of adventure, from lift-served gravity trails in the Snowmass Bike Park and expert-only long rides, to family-friendly trails and backcountry adventures. The Aspen Snowmass / Roaring Fork IMBA Gold-Level Ride Center is the first Gold-Level Ride Center in Colorado, only the fifth in United States, and among seven in the world.

<https://bike.gosnowmass.com/imba-gold-ride-center/>

*New Restaurant, Lodging, & Retail Offerings*

#### **One Snowmass with Inspirato**

The finished One Snowmass, located at the entrance of Snowmass Base Village, debuts this summer in its entirety. One Snowmass West opened in November 2019, while One Snowmass East opens this summer. One Snowmass offers ski-in/ski-out/hike-in/hike-out access to Snowmass's world-class summer offerings with a private locker room. One Snowmass also features a complimentary One Snowmass Family Membership to Inspirato, providing access to their private Inspirato Lounge in One Snowmass East, as

well as luxury collection of homes, hotels, and resorts worldwide. One Snowmass also includes the Snowmass Transportation Center, Snowmass Medical Clinic, and retail and restaurant offerings. [AllinSnowmass.com](http://AllinSnowmass.com)

### **Sundae Artisan Ice Cream**

Sundae Artisan Ice Cream debuts in Snowmass Base Village this summer. The Colorado-based ice cream company crafts small-batch artisan ice cream; fresh waffle cones; hand packed, take-home pints, and custom ice cream cakes made from high quality, all-natural ingredients. Sundae has locations in Vail Village, Edwards and a new store in Glenwood Springs. [www.sundaeicecream.com](http://www.sundaeicecream.com)

### **King Yoga**

A new yoga studio, King Yoga, opened in partnership with local yogi Aaron King earlier this summer. King Yoga has indoor private classes and offers outdoor yoga classes four times per week (Tuesday, Wednesday, Saturday, Sunday) on The Rink in Snowmass Base Village. King Yoga combines healing practices with music to help students find balance between body and mind. Visit [kingyoga.net](http://kingyoga.net) for more information and class schedules.

### **Alux Spalon**

A full-service salon and spa debuted in One Snowmass East in early July, available with haircuts, manicures, pedicures, facials and massages, and high-end beauty products.

### **Snowmass Medical Care Clinic**

The Snowmass Medical Care Clinic relocated to its new location in One Snowmass West on July 1. Open seven days a week, and year-round, the clinic is available to locals and visitors alike. The Snowmass Medical Care clinic is a walk-in facility that is owned, operated and billed as an outpatient department of Aspen Valley Hospital. Diagnostic capabilities include X-rays and limited laboratory services. Please visit [www.aspenvalleyhospital.org/Snowmass-Clinic](http://www.aspenvalleyhospital.org/Snowmass-Clinic) for more information.

### **The Collective Snowmass**

The Collective Snowmass continues to serve as a hub for Snowmass community events. The space features mix6 and MoxiBar, a new bar and restaurant, which opened in December 2019. The Collective also features a community lounge, complete with daily entertainment. The building includes the Collective Game Lounge with neon foosball, classic arcade games, artistic ping pong, and more. The Collective is also home to public events such as bingo on Thursdays (part of Brews, Bands, & Bingo), Chess Club on Mondays, and special community dinners throughout the summer.

[TheCollectiveSnowmass.com](http://TheCollectiveSnowmass.com).

### **Black Saddle Bar & Grille**

Black Saddle Bar & Grille, located on the Snowmass Golf Course, received a renovation in Spring 2020. Updates included new lighting, new furniture, including seating and tables, new window treatments, new artwork, refinished bar top, and the repainting of the inside

of the building. The new summer menu features seasonal staples and local favorites.  
<https://www.snowmassclub.com/black-saddle-bar-grille>

### **Viceroy Snowmass**

The Viceroy Snowmass, celebrating their 10<sup>th</sup> anniversary in 2020, has debuted a variety of packages for guests this summer. New packages include guided camping experiences, socially distanced bachelor/bachelorette celebrations, guided cycling to highlight the new IMBA Gold-Level award, elopement packages, private summer camp experiences, and new spa treatments. <https://www.viceroyhotelsandresorts.com/snowmass>

### *New Events & Activations for Summer 2020*

*Many of the beloved Snowmass summer events have shifted for 2020 and new activations are being added all the time. Snowmass Tourism and its event partners are diligently working to reengineer each event and activation to meet the public health orders as they are announced. Please check [www.gosnowmass.com/events](http://www.gosnowmass.com/events) frequently for any changes or updates.*

### *New Snowmass Drive-in Series*

**Snowmass Drive-in Movies:** Go to the drive-ins...in Snowmass! Throw it back to the late 1950's on select Thursday and Friday nights with the Snowmass Drive-in Movies, in partnership with Aspen Film. A giant movie screen will be raised in Snowmass Town Park for the quintessential drive-in movie feel. Listen in on an FM transmission. Guests must stay inside their car, within their designated parking space, and maintain proper social distancing. The lot opens at 8:00pm; Movies at 9:00pm. Limited parking; reservations required; no walk ups or last-minute drive-ups allowed. Visit [www.gosnowmass.com/events](http://www.gosnowmass.com/events) to register. Be sure to order food & (non-alcoholic) beverages to go from Snowmass Village restaurants before the movie. Alcoholic beverages will NOT be permitted at the Snowmass Drive In events.

- *Thursday and Friday, July 16 & 17 – The Parent Trap*
- *Thursday and Friday, August 6 & 7 – The Lion King*
- *Thursday and Friday, September 3 & 4 – The Queen of Katwe*

**Snowmass Drive-in Concerts:** Keeping the spirit of the Snowmass Free Concert Series alive, drive out to Snowmass Town Park for Snowmass' monthly Drive-in Concerts. A mobile stage will activate in Snowmass Town Park, featuring live music from a variety of genres and bands. Listen in on an FM transmission. Guests must stay inside their car, within their assigned parking space, and maintain proper social distancing. The lot opens at 6:00pm for the 7:00-8:30pm performance. Limited parking; reservations required; no walk ups or last-minute drive-ups allowed. Visit [www.gosnowmass.com/events](http://www.gosnowmass.com/events) to register. Be sure to order food & (non-alcoholic) beverages to go from Snowmass Village restaurants before the movie. Alcoholic beverages will NOT be permitted at the Snowmass Drive In events.

- *Thursday, July 23 - Trae Pierce & the T-Stones*

- *Thursday, August 20 – Nick Sterling & the Nomads*
- *Thursday, September 17- TBA*

### New Self-Guided Experiences

#### **The Art Walk**

To showcase the best of Snowmass, guests and locals are invited to partake in a series of summer long self-guided experiences – activities guests can do at any time, at their own pace. The Art Walk showcases the unique galleries, majestic murals, and off the beaten path sculptures of Snowmass. Visit the [TOSV Art Walk Page](#) and [Anderson Ranch Arts Center](#) to get your art fix on a walk around the Village, up the mountain, and on the trails. Visit [www.gosnowmass.com/activity/art-walk/](http://www.gosnowmass.com/activity/art-walk/) for more information.

#### **Snowmass Mountain Mission**

The Snowmass Mountain Mission is a village-wide scavenger hunt designed to challenge creativity, test Snowmass knowledge, and enhance selfie skills. Download the Eventzee app from the App Store, enter an email, username and password, and the event code: Snowmass. See you on the leaderboard! Visit [www.gosnowmass.com/snowmass-mountain-mission/](http://www.gosnowmass.com/snowmass-mountain-mission/) for more information.

### New Weekly Activations

**Thursdays - Brews, Bands, & Bingo – July 9-September 24:** Spend Thursday evenings in Snowmass with Brews, Bands, & Bingo. From 5:00pm-7:00pm every Thursday, businesses around Snowmass feature food & drink specials and extended business hours. Enjoy bites, libations, sidewalk sales, and live music in Snowmass Base Village and on the Snowmass Mall. From 6:00pm-7:00pm guests can take part in a weekly bingo series at The Collective Snowmass. [www.gosnowmass.com/events](http://www.gosnowmass.com/events)

**Fridays - Snowmass Artisan Market – July 10-August 28:** Snowmass Base Village hosts its Artisan and Farmers' Market on Fridays throughout July and August from 4:00pm-8:00pm. The market showcases a variety of locally owned businesses selling specialty food items, beverages, clothing, handcrafted goods including art, jewelry and accessories and Colorado-sourced vegetables. Local favorite, DJ Tenza spins tunes throughout the evening. [www.TheCollectiveSnowmass.com](http://www.TheCollectiveSnowmass.com)

**Saturdays - Social Saturdays – July 11-September 26:** Spend Saturday afternoon from 5:00pm-8:00pm on the Snowmass Mall with local music, extended business hours, food & drink specials, and activities for all ages. Enjoy family fun including stilt walkers, acrobats, magic shows, bubbles, etc. Throughout the summer, select Saturdays feature chalk art competitions, a strider bike race series, an aerialist, and the Rosybelles Mobile Art Bus. Food, shopping, movies, and fun... what more can you ask for on a Saturday night? *\*Every Saturday through September 26, except for September 12.*

[www.gosnowmass.com/events](http://www.gosnowmass.com/events)

**Saturdays - Movies Under the Stars – July 11-August 22:** Returning for the second summer, Moves Under the Stars, presented by Aspen Film, continues the dusk movie tradition in Snowmass Base Village. Gather family and friends, pack a picnic, and enjoy movie screenings at 8:00pm on Saturdays in July and August, hosted by The Collective as part of the Aspen Film Summer Series. Viewers are encouraged to bring blankets or low-profile chairs, a picnic and non-alcoholic beverages. Adult beverages available for purchase from Limelight and mix6 and takeout dinners available for purchase at Snowmass Village restaurants. Guests must stay within their designated picnic areas and maintain proper social distancing. *\*No movie on August 1.* Reservations required.  
[www.TheCollectiveSnowmass.com](http://www.TheCollectiveSnowmass.com)

For the full Summer 2020 Event Calendar, please visit [www.gosnowmass.com/events](http://www.gosnowmass.com/events). All event details and dates are subject to change.

### Additional News

#### **Snowmass Bike Park Expansion**

The Snowmass Bike Park continues its multi-year expansion project with construction beginning on three more trails this summer, in collaboration with Gravity Logic, world-renowned trail builders. This summer's trail build-out brings the Snowmass Bike Park to over 25 miles of bike terrain across 14 trails containing a mix of beginner to expert flow and hybrid trails. The new trails add close to three and a half miles of additional freeride bike terrain. Two of the new trails will be rated as most difficult while the third will be labeled as more difficult. Snowmass Bike Park also added three miles of new bike trails last summer. The first of those new trails, Gonzo, an experts-only freeride trail, extends .8 miles along bikers right of Valhalla and hosts the largest features in the bike park. The next trail, Valkyrie, covers close to a mile of terrain to bikers left of Valhalla and is classified as a more difficult freeride trail. The third trail, called Battle Axe, extends off Viking for a mile and is ranked as a more difficult single-track trail. Lastly, Gargamel, a more difficult technical trail begins halfway down the mountain off Verde and runs for a half-of-a-mile. Spanning from the top of the Elk Camp chairlift to the bottom of Snowmass Base Village, the trail system currently offers 2,893 ft. of vertical descent that features over 22 miles of purpose-built gravity trails.

<https://www.aspensnowmass.com/plan-your-stay/biking/snowmass-bike-park>

#### **Maroon Bells Access**

New this year, reservations are required to access the Maroon Bells scenic area by vehicle or RFTA (Roaring Fork Transportation Authority) bus. The reservation system provides efficient visitor transportation while protecting the scenic area and following guidelines to stay in-line with social distancing requirements. Limited automobile access is available with a reservation, which is required for parking at the Maroon Lake, West Maroon or East Maroon lots. Parking fees are \$10 per vehicle. Starting June 28, visitors are required to use the RFTA shuttle service between the hours of 8:00am to 5:00pm. When buses are not in operation, vehicles may access the parking areas with a reservation. The

bus fare costs \$15.95 for all reservations. All vehicle and shuttle reservations must be obtained in advance from [www.aspenchamber.org](http://www.aspenchamber.org).

### **Care for Colorado Principles**

In a first of its kind partnership, Snowmass Village has joined with the Colorado Tourism Office and the Leave No Trace Center for Outdoor Ethics to create the Care for Colorado Principles to educate both visitors and residents about traveling the state responsibly. Visitors can learn about Care for Colorado in the CTO's "Are You Colo-Ready?" brochures, animated videos, as well as through CTO publications, in the 10 Colorado Welcome Centers, as well as at the Snowmass Village Guest Services Centers. The Principles aim to inspire low-impact travel, from the care of trails and mindful interaction with wildlife to the use of refillable beverage containers.

<https://www.colorado.com/articles/leave-no-trace-care-colorado>

### **Carbon Offsetting**

Passengers traveling to Aspen/Pitkin County Airport (ASE) can reduce the impact of their flight with carbon offsets through an online program called The Good Traveler. The online program allows travelers to calculate the distance of their trip and buy offsets to cover the distance, which then get invested into carbon reducing projects.

<https://thegoodtraveler.org/>

For more information, please visit [www.gosnowmass.com](http://www.gosnowmass.com). For the full 2020 Snowmass Event Lineup, please visit [www.gosnowmass.com/events](http://www.gosnowmass.com/events).

***About Snowmass Village, Colorado*** – A renowned winter playground and vibrant summer community just 9 miles from Aspen, Snowmass consistently ranks as one of the best winter ski areas and summer mountain biking destinations in the world. Ski Magazine named Aspen Snowmass the #1 "resort of the year" in the West in 2020, and Snowmass, along with the rest of the Roaring Fork Valley, is the first IMBA (International Mountain Biking Association) Gold-Level Ride Center™ in Colorado, only the 5<sup>th</sup> in United States, and the 7<sup>th</sup> in the world. Snowmass offers guests incredible views of mountain vistas, in addition to 2.8 million adjacent acres of wilderness, open for activities and exploration. Snowmass is home to 30+ restaurants, 95% slopeside lodging, shopping, unique special events and music – all year round. For more information and a complete calendar of events and activities, please visit [www.gosnowmass.com](http://www.gosnowmass.com).

**Snowmass Tourism Media Contact:** Sara Stookey Sanchez, Public Relations Manager, Snowmass Tourism, 970-922-2285 or [sstookey@gosnowmass.com](mailto:sstookey@gosnowmass.com).

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