



# SNOWMASS

COLORADO

## Snowmass Celebrates Kids With V.I.K. Snowmass

*Very Important Kids (V.I.K) Snowmass is a Hub for All Things Kid-Friendly in Snowmass*



*Photo Credit: Jeremy Swanson*

**Snowmass Village, Colo.,** (Summer 2020) – In Snowmass Village, every child is a Very Important Kid. In honor of these younger guests, Snowmass has developed V.I.K. Snowmass, a hub for activities, events, and information to help ensure that the next generation has nothing but fun while visiting the iconic mountain village. Kids visiting Snowmass this summer can take advantage of a variety of activities, adventures, camps, and workshops. Visit [www.viksnowmass.com](http://www.viksnowmass.com) or [www.gosnowmass.com/events](http://www.gosnowmass.com/events) for information.

### **Kid Friendly Activities in Snowmass**

**Anderson Ranch Arts Center:** Founded in 1966, Anderson Ranch Arts Center is a premier destination for art making and critical dialog in the contemporary art world, bringing together aspiring and internationally renowned artists to discuss and further their work in a stimulating environment. With a campus that's free and open to the public and an extensive array of online offerings, Anderson Ranch is a hub of creative energy and activity for adults and children alike, with a host of virtual and interactive art workshops, lectures by today's most influential artists and curators, weekend classes, children's art workshops and more. [www.andersonranch.org](http://www.andersonranch.org)

**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. Rides vary for all age and skill levels.

**Blazing Adventures:** Book an excursion with Blazing Adventures, Snowmass' premier adventure outfitter. Choose from options including biking at the iconic Maroon Bells, rafting, sunset dinners, jeep tours, and much more. Visit [www.blazingadventures.com](http://www.blazingadventures.com) to book.

**Events & Activations:** Snowmass is home to exciting summer events and activations events, including al fresco dining, an ice cream anti-social, an artisan market, and a beloved hot air balloon bash. For a full calendar lineup, please visit [www.gosnowmass.com/events](http://www.gosnowmass.com/events)

**Fly-Fishing:** The 70-mile Roaring Fork River offers the largest stretch of Colorado's Gold Medal waters, ideal for fly-fishing. The Frying Pan River, which originates east of Snowmass, also boasts Gold Medal status and is a haven for those looking to catch Brown, Rainbow, and Cutthroat Trout. <https://www.gosnowmass.com/activity/fly-fishing/>

**Hiking:** Snowmass has 90+ miles of hiking trails, and 2.8 million acres of adjacent wilderness to be explored, providing accessible and scenic hiking for all abilities. Visit [www.hikesnowmass.com](http://www.hikesnowmass.com) to plan a curated hike for any ability.

**Lost Forest:** The Lost Forest isn't hard to find — it's just hard to see. Tucked in among the trees and rocks at the top of the Elk Camp Gondola are the Breathtaker Alpine Coaster, Treeline Trial Challenge Course, and Rugged Ascent Climbing Wall. In addition, the Lost Forest operates as a home base for fishing, hiking, and disc golf. \*The resort will modify operations to address all guidelines and health protocols as directed by state and local authorities. [www.aspensnowmass.com/plan-your-stay/lost-forest](http://www.aspensnowmass.com/plan-your-stay/lost-forest).

**Snowmass Ice Age Discovery:** In 2010, a construction crew unearthed a single tusk of a young female mammoth while digging at Ziegler Reservoir. The Denver Museum of Nature and Science took over the site and went on to find 5,000 bones of 10 mammals and over 26,000 small bones from small vertebrate animals— 40 species in all. Mammoths, mastodons, camels, horses, sloths, and other species, as well as insects, and plant life were found. The Snowmass paleontological site is the richest Ice Age ecosystem found at high altitude. Guests can learn about the site of this important discovery during two daily free guided tours with an Aspen Center for Environmental Services (ACES) Naturalist. <https://www.gosnowmass.com/media/media-kit/>.

**Snowmass Recreation Center:** The 18,000-square-foot recreation facility offers unique programming for adults and children, year-round outdoor saline pools, a state-of-the-art cardio and weight room, an indoor gymnasium, aerobics classes, climbing & bouldering walls, and more. [www.snowmassrecreation.com](http://www.snowmassrecreation.com)

**Snowmass Wildflower Walk & Ice Age Discovery Hike:** Aspen Center for Environment Studies (ACES), is a non-profit environmental science education organization which provides programs for all ages in the areas of ecological literacy, agriculture, forest health, ecosystem restoration, and civic leadership. Daily in the summer, ACES offers free guided hikes to explore Snowmass, including the Snowmass Wildflower Walk at 10:00 a.m and the Snowmass Ice Age Discovery Hike at 1:00 p.m. Hikes leave from the Snowmass Mall Ticket Pavilion.

**The Collective Snowmass:** The Collective Snowmass, the heart and soul of Snowmass Base Village, is a hub for community events. The building includes the restaurant Mix6 and MoxiBar, as well as a community lounge, featuring daily entertainment, speakers, and live music. The building is also home to the Game Lounge, proving fun for all ages, with neon foosball, classic arcade games, artistic ping pong, a Ziegler reservoir-shaped ball pit (a tribute to the Snowmass Ice Age Discovery in 2010), and more. [TheCollectiveSnowmass.com](http://TheCollectiveSnowmass.com).

**The Rink:** The Rink, located in the core of Snowmass Base Village, transforms into a summer activity lawn, complete with family fun games and pop-up kids' fountain flowing into small pools.

The Rink is also home to a wide variety of summer events, including Movies Under the Stars in partnership with Aspen Film, Friday Artisan Market, fitness classes with King Yoga, and local art shows produced by Straight Line Studio. [www.thecollectivesnowmass.com](http://www.thecollectivesnowmass.com)

**Whitewater Rafting:** The nearby Roaring Fork and Colorado Rivers offer easy access to Class I to Class IV river experiences - from whitewater rafting to kayaking to stand up paddle boarding. <https://www.gosnowmass.com/activity/whitewater-rafting/>

### **Summer Camps for Kids**

Children visiting Snowmass can take their pick from a wide array of kid's camp opportunities, from themed summer camp, to outdoor time, to arts & crafts. Snowmass is home to six different day camp options, including:

- [The Snowmass Recreation Center](#)
- [Camp SMashbox,](#)
- [Camp Aspen Snowmass](#)
- [Roaring Fork Cycling](#)
- [Anderson Ranch](#)
- [The Snowmass Club](#)

For more information on Snowmass' V.I.K. program please visit [www.gosnowmass.com](http://www.gosnowmass.com).

***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 percent 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).

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