



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: Tamara Susa

Snowmass Village, Colo., (Summer 2021) – 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.

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 is free and open to the public and an extensive array of in-person and 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

Aspen Snowmass / Roaring Fork IMBA Gold-Level Ride Center: Snowmass, along with the rest of the Roaring Fork Valley is the first IMBA Gold-Level Ride Center™ in Colorado, as designated 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. www.bikesnowmass.com

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. www.blazingadventures.com

The Collective Snowmass: The Collective Snowmass, the hub for community activity in Snowmass Base Village, features a robust summer lineup of weekly programming. Programming includes yoga on the Rink by King Yoga on Tuesdays, Saturdays and Sundays; chess club on Mondays; live music on Tuesdays and Saturdays; a comedy series on Wednesdays; bingo night on Thursdays; the Artisan Market on Fridays (July 2-August 27), and Movies Under the Stars on Saturdays (July 24-August 28). The Collective also features yard games, splash pads, fountains, weekly harvest dinners at Mix6, and pop-up events. This summer visit the new Selfie Den, located adjacent to the Game Lounge. www.TheCollectiveSnowmass.com

Events & Activations: Snowmass is home to exciting summer events and activations, including biking and running races, movie nights, the Snowmass Rodeo, and a beloved hot air balloon bash. For a full calendar lineup, please visit 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. 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 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, Canopy Run Zipline, and Rugged Ascent Climbing Wall. In addition, the Lost Forest operates as a home base for fishing, hiking, and disc golf. www.aspensnowmass.com/plan-your-stay/lost-forest.

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. www.thecollectivesnowmass.com

Snowmass Free Concert Series: A local's favorite, long standing summer tradition, the Snowmass Free Concert Series returns to Fanny Hill every Thursday evening at 6:30pm, June 10-August 26. The weekly outdoor series features a spectrum of sounds including soul, pop, funk, rock & roll, country, bluegrass, and folk.

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 6,000 bones of 10 mammals and over 30,000 small bones from small vertebrate animals– 42 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 at the information center at Town Park Station, which hosts temporary exhibits, or by hiking to the interpretive Ice Age Discovery signs, located off ski runs Scooper and Dawdler.

Snowmass Lanes & Lounge: Snowmass Lanes & Lounge offers nightly bowling on six lanes, as well as lounge games such as foosball, billiards, and darts. Snowmass Lanes & Lounge also features a full kitchen and bar. snowmasslanesandlounge.com/

Snowmass Mountain Mission: The Snowmass Mountain Mission is an app based, 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. Hit different point thresholds to win fun Snowmass prizes. See you on the leaderboard! www.gosnowmass.com/snowmass-mountain-mission/

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

Snowmass Rodeo: The Snowmass Rodeo, June 23-August 18, celebrates 47 years of operations during summer 2021. This long-standing Western tradition is a Snowmass summer staple, complete with music, cowboys and cowgirls, horses, livestock, and family fun. The Snowmass Rodeo takes place on Wednesdays at 7:00pm, rain or shine. www.SnowmassRodeo.org

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 10:00am and the Snowmass Ice Age Discovery Hike at 1:00pm. Hikes leave from the Snowmass Mall Ticket Pavilion. www.gosnowmass.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. 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 camps 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 Arts Center](#)
- [The Snowmass Club](#)

For more information on kid friendly activities and V.I.K., please visit www.viksnowmass.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 5th in United States, and the 7th 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.

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