



# **S N O W M A S S**

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## **C O L O R A D O**

### **What's New for Winter 2020/2021 in Snowmass Village, CO**

*New Restaurants, a High Speed 6-Seat Lift, and New Outdoor Activations Debut in Snowmass This Winter*



*Photo Credit: Jeremy Swanson*

**Snowmass Village, Colo.,** (October 8, 2020) – While Winter 2020/2021 may look and feel a little different, one fact still remains – Snowmass Village is open and ready for the winter season with plenty to do, both on the slopes and off. This winter Snowmass Village sees the debut of new self-guided activities, new and renovated restaurants, on-mountain and off the slopes capital improvements, and lodging packages designed to entice guests to stay, work, and play longer in the Village.

#### **New Off the Slopes Activities**

##### **New Activations & Events to Debut Around Snowmass Village**

Winter 2020/2021 sees the debut of new, smaller, off the slopes activations to delight and please guests. Over the course of the winter, Snowmass is set to introduce a series of smaller scale activations that guests can experience at their own pace and leisure. Activations include a new version of the ever popular Snowmass S'mores (a free s'mores inspired treat given away daily at locations around the Village); ice sculptures and ice sculpture demos in locations on the Snowmass Mall, in Snowmass Base Village, and in the Snowmass Center; season long light displays around the Village; the return of live

music to the Snowmass Mall and to Snowmass Base Village; a downloadable scavenger hunt – the Snowmass Mountain Mission; and daily ACES (Aspen Center for Environmental Studies) guided hiking tours. Other activations and events to be announced. [www.gosnowmass.com](http://www.gosnowmass.com)

### **Activities & Events at The Collective Snowmass**

This winter The Collective Snowmass features weekly programming including socially distanced chess night, bingo night, comedy night, live music, educational talks, community art activations, and more. In addition, the Game Lounge is open daily from 12:00pm-9:00pm with new COVID-19 safety guidelines in the place. The Rink is open daily for free ice skating from 12:00pm-9:00pm, and Saturday night is Disco Night! [www.thecollectivesnowmass.com](http://www.thecollectivesnowmass.com)

### **New “Sculpturally Distanced” Exhibit at Anderson Ranch Arts Center**

For more than 50 years, Anderson Ranch Arts Center has been a destination and a welcoming community for art makers and art enthusiasts, providing time and space for artists—of all levels—to learn, create and be inspired. “Sculpturally Distanced”, which debuted in late summer 2020, features 17 works placed on the Ranch campus. The sculpture exhibition was born out of the pandemic, and is a dynamic example of how the Ranch has adjusted its offerings to keep people safe but still inspired. Artist names include Sanford Biggers, James Surls, and Enrique Martinez Celaya. A self-guided tour brochure is available at the front desk of the Dows Barn Administrative Offices, and guests are invited to explore the Ranch during normal operating hours. The Ranch is open from 9:00am to 5:00pm, Monday through Friday (except for major holidays). The exhibit runs through September 2021. <https://www.andersonranch.org/our-campus/sculpturally-distanced/>

### **New & Renovated Restaurants**

#### **High Alpine Marketplace**

Aspen Snowmass introduces the High Alpine Marketplace, an evolution to the legacy of Gwyn’s, a longtime Snowmass favorite, located mid-mountain at the Snowmass Ski Area. Diners can experience some of the tradition and favorites from years past, in addition to a newly envisioned take on mountain dining. High Alpine continues the tradition of market-style food and beverage options with various stations serving freshly prepared pizza, homemade soups and stews, fresh salads, grilled burgers, and more. High Alpine provides food choices that are sourced from a local network of sustainable farmers and partners. The new Alpin Room sit-down restaurant, which will be located adjacent to High Alpine, is now slated to debut in Winter 2021/2022. The Alpin Room pays homage to the ski culture of the Alps and introduces a new menu that draws influence from the great mountain dining traditions of the French, Swiss, and Austrian Alps. <https://www.aspensnowmass.com/our-mountains/snowmass/dining/high-alpine-and-alpin-room>

#### **Daly Diner**

The Daly Diner opened in the Snowmass Center in September 2020. The new restaurant features breakfast and lunch, as well as brunch offerings and a distinctive outdoor patio. <https://www.gosnowmass.com/dining/the-daly-diner/>

### **David Wang Joins Anderson Ranch Café**

Anderson Ranch Arts Center, a premier destination for art making and critical dialog in the contemporary art world, welcomes chef David Wang as the new Director of Culinary Arts and Operations. Wang previously collaborated with the Ranch in early 2020, when he brought his popular King & Cook pop-up dinner concept to campus for the Oolite Arts Spring Open House. Wang's new leadership debuts an internationally inspired, fast casual-style service including a monthly menu with weekly specials, grab-and-go items, beverage service and a la carte pricing. Special themed dinner events and private catering are also available. <https://www.andersonranch.org/our-campus/cafe/>

### **GG's Market**

Opening in the new Snowmass Base Village, GG's Market debuts in December 2020. The new GG's Market offers grab and go items, snacks, toiletries, etc. and is run by the same operators as JÜS Snowmass.

### **JÜS Snowmass**

JÜS Snowmass debuts in December 2020 with its second location in One Snowmass (the first located in downtown Aspen), with hand-crafted cold-pressed juice blends, smoothies, and dairy-free drinks. The menu also includes healthy breakfast options such as smoothie bowls, burritos, and bagels with lunchtime selections including wraps, sandwiches, and salads.

### **Sundae Artisan Ice Cream**

Sundae Artisan Ice Cream debuted in Snowmass Base Village in late July 2020. 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)

### **New On-Mountain Improvements**

#### **New Big Burn Lift**

During the 2020 summer season, Aspen Snowmass replaced the Big Burn lift on Snowmass with a new six-passenger, high-speed chairlift as the old lift had reached its 'operational lifetime.' The new \$10.8 million chairlift has a ride time of almost seven minutes and is another substantial investment on the long list of recent improvements that have taken place at Snowmass in recent years. The new state-of-the-art Direct Drive chairlift contains 89 chairs on the line, which aligns with similar capacity to the old Big Burn Chairlift. The chair is increasing seat capacity to six but has fewer chairs.

### **Snowmass Snowmaking Expansion**

Teams at Snowmass are implementing further snowmaking capabilities on the ski runs Lodgepole and Lunkerville for the 2020/2021 winter season. The approximately 28 acres of additional snowmaking provides more reliable early season skiing and riding in the Alpine Springs zone on Snowmass. The new automated snowguns are more energy efficient. The automation reduces the energy used to start-up and shut-down the snowguns and automatically adjusts the amount of water being used based on the air temperature and humidity.

### **New Treehouse Kids' Adventure Center Check-In Space Remodel**

The Treehouse Kids' Adventure Center is a multilevel, approximate 16,000 square-foot childcare and ski school facility in Snowmass Base Village. The facility is the main access point in Snowmass for both childcare and children's ski school with rentals, childcare, and ski school all under one roof. The first of its kind in the ski industry, the Treehouse brings the great outdoors inside with Colorado-themed playrooms such as the Butterfly Room, the Trout Haven Room, the Beaver Lodge room as well as a multi-layered climbing room for exploration. Remodeled during summer 2020, the Treehouse sees a change of approximately 4,000 square-feet of the interior on the check-in level with the goal of better flow, expediency and guest experience for children's Ski & Snowboard School registration. The remodel helps both kids and parents get out on the hill faster and enjoy more time on the slopes.

### **Stay & Play Longer in Snowmass With Extended Stay Hotel Specials**

#### **The Crestwood Condominiums**

The Crestwood Condominiums offers a 35% off discount when guests book 10+ nights. Book by October 31<sup>st</sup>, 2020 for stays between January 3-March 27, 2021. Pricing starts at \$259/night + taxes and fees for a 1 bedroom/1 bath slopeside condo. For more information visit the property [website here](#).

#### **Limelight Hotel Snowmass**

The Limelight Long Stay package offers up to 25% off stays of 14 days or more in a deluxe or higher room— rates may vary and blackout dates apply. Package includes a full range of amenities such as high speed WIFI, daily breakfast, access to complimentary bikes and weekly \$25 food and beverage credit in the Limelight Lounge. Additionally, guests can request a printer, scanner and additional monitor be set up in their room upon arrival. For more information visit the property [website here](#).

#### **The Timberline Condominiums**

The Timberline offers a \$200 gift certificate to on-property restaurant, The Edge, for guests who book 14 nights or more. In addition, guests who book 14+ nights receive a 20% off discount on their nightly rate. The Edge opens for the winter on December 11. For more information visit the property [website here](#).

#### **The Viceroy Snowmass**

The Viceroy Snowmass offers a "Receive an Extra Night on Us" promotion. Book Two Nights, Get the Third Night on Us is valid for stays between November 25, 2020 and December 16, 2020, and stays between April 5-18, 2021. Book Four Nights, Get the Fifth Night on Us is valid for stays between December 13, 2020 and April 6, 2021 (excluding December 26, 2020 through January 2, 2021, and February 12-14, 2021). Terms and conditions apply. For more information visit the property [website here](#).

For winter photos of Snowmass Village, [click here](#). Please credit the photographer listed.

***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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