



### **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: Hal Williams*

**Snowmass Village, Colo.,** (Winter 2020/2021) – 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 winter can take advantage of a variety of activities, activations, and adventures. Visit [www.viksnowmass.com](http://www.viksnowmass.com) or [www.thecollectivesnowmass.com](http://www.thecollectivesnowmass.com) for information.

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

**Skiing & Snowboarding:** Snowmass, part of the four mountains of Aspen Snowmass, has long been a mecca for skiers of all abilities and agendas. Cruisers, glades, steeps, terrain parks, and half pipes provide a wintertime playground unlike any other. Touted as one of the best ski schools in the country, the Snowmass is home to the Snowmass Ski and Snowboard School, which provides families with plenty of choices when it comes to ski and snowboard lessons. Spend a single day with an expert instructor or extend the fun over the course of a multi-day lesson. Kids of all ability levels and interests can have a blast, hone their skills, and enjoy more confidence on the mountain after time spent with top notch and dedicated instructors. For information and pricing on all child/tween/teen lesson options, visit [Aspen Snowmass](http://Aspen Snowmass), and don't forget to check out all the fun at the newly renovated [Treehouse Kids Adventure Center](http://Treehouse Kids Adventure Center).

**The Collective Snowmass & The Rink (Free):** The Collective Snowmass, the heart and soul of Snowmass Base Village, is a hub for community events. The Collective Snowmass features weekly

programming including socially distanced chess night, bingo night, comedy night, live music, and more. This winter also features a new winter popup – The Selfie Den. In addition, the Game Lounge is open Thursday–Tuesday from 1:00pm–8:00pm (\$15; reservations required). The Rink is open daily for free ice skating, including free skate rentals all winter long, and Saturday night is Disco Night! Game of Stones, the highly successful curling series, returns on most Friday afternoons, December–February. [www.thecollectivesnowmass.com](http://www.thecollectivesnowmass.com)

**Elk Camp:** 15 minutes up the mountain from Snowmass Base Village by scenic gondola, is Elk Camp. Guests can grab a bite to eat at the Elk Camp Restaurant, enjoy rides on the Breathtaker Coaster, learn how to snowbike, and take a spin on the tubing hill. In addition, on select Friday nights throughout the winter, Elk Camp is transformed into a winter playground for Ullr Nights. [www.apsensnowmass.com](http://www.apsensnowmass.com)

**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 skiing at Snowmass Ski Area can learn more about the discovery at the new interpretive Ice Age Discovery signs, located off ski runs Scooper and Dawdler, or by visiting the information center at Town Park Station. [www.gosnowmass.com](http://www.gosnowmass.com)

**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/](http://snowmasslanesandlounge.com/)

**Anderson Ranch Arts Center (Free):** 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, children's art workshops, and more. This winter guests can explore the new Tree Art Installation and Interactive Light Show, Sculpturally Distanced Installation, and ScholARTship Event. [www.andersonranch.org](http://www.andersonranch.org)

**Cross Country Skiing (Free):** Glide across snowy meadows and through silent pine forests and aspen groves on over 60 miles of groomed, all-level Nordic trails. Part of the Aspen Snowmass trail system, the largest free trail system in the US, trails can be accessed from the Snowmass Golf Course. Trail access is free; bring or rent gear. [www.gosnowmass.com/activity/cross-country-trail-system](http://www.gosnowmass.com/activity/cross-country-trail-system)

**Snowshoeing & Uphilling (Free):** Take a two-hour, guided snowshoe tour with an ACES naturalist on the top of Snowmass Ski Area, daily at 10:00am and 1:00pm (\$41). Snowshoers can also visit the Snowmass Golf Course for a trek on the Snowmass cross country trails (Free). Snowshoers can also explore Snowmass Ski Area on a wide variety of uphill trails (Free). Uphillers are welcome on designated uphill trails throughout the day on Snowmass Ski Area (Free). For a full list of open on-mountain trails, please visit [www.apsensnowmass.com/while-you-are-here/see-all-guides/uphilling-](http://www.apsensnowmass.com/while-you-are-here/see-all-guides/uphilling-)

[guide.](#)

**Krabloonik:** Krabloonik Dog Sledding offers daily tours throughout the winter season. Tours last between 45 minutes to one hour, and feature a once-in-a-lifetime experience through the Snowmass backcountry. Each sled can carry two adults and one child, and is pulled by 8-10 Alaskan husky sled dogs, guided by an experienced musher. Krabloonik also offers ATV safari tours through the backcountry and dining inside a cozy, 100-year-old cabin. [krabloonik.com](http://krabloonik.com)

**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)

### **Winter 2020/2021 Kid Friendly Activations**

**Snowmass S'mores:** Kicking off its fourth year, Snowmass S'mores returns with a new, COVID friendly s'mores iteration. Guests of all ages can enjoy Snowmass S'mores, free starting at 3:30pm every day throughout the winter season, presented by Snowmass Tourism. Guests can find branded s'mores carts (which resemble oversized marshmallows) in Snowmass Base Village and on the Snowmass Mall. In Snowmass Base Village, enjoy a S'mores Cup, complete with chocolate ganache, created by mix6. On the Snowmass Mall, taste a S'mores Bar, a secret recipe made of chocolate graham cracker crust topped with layers of rice crispy, homemade toasted marshmallow, and chocolate drizzle, sprinkled with graham crumbs, concocted by the newly rebranded Slow Groovin' Chophouse. Be sure to check out both locations to try each s'mores inspired treat! [www.gosnowmass.com/smores-smores-please](http://www.gosnowmass.com/smores-smores-please)

**Snowmass Luminescence:** When the lifts close at Snowmass, things really light up. Snowmass Luminescence, an interactive art and light display presented by Snowmass Tourism and Aspen Snowmass, immerses guests and community members in a dazzling world of light and art. Skip the Skittles Gondola ride between the Snowmass Mall and Base Village and instead, stroll through The Tunnel, an interactive series of LED illuminated walkways and arches that will ignite the senses. In addition, experience two large-scale interactive LED installations by acclaimed artists, Submergence by Squidsoup (December 18 – February 28) and Prismatic by Creos and Raw Design (February 1 – February 28). Snowmass Luminescence runs December 18 through February 28 from sunset to 9:00pm daily. Light up the evening! [www.gosnowmass.com/events](http://www.gosnowmass.com/events)

**Snowmass Ice Sculptures:** From December 16 through March 24, enjoy an ever-evolving ice walk around Snowmass Village. Throughout the season, ice sculptures will be placed on the Snowmass Mall and in Snowmass Base Village for guests, locals, and families of all ages to enjoy. Ice sculptures include a full-sized gondola, selfie snowflakes, ice animals, and much more. Watch the sculptures evolve throughout the season with live demos every other Wednesday from 12:00pm-4:00pm on the Mall from local sculptor, Thomas Barlow. Presented by Snowmass Tourism. [www.gosnowmass.com/events](http://www.gosnowmass.com/events)

**ACES Guided Treks:** Join ACES (Aspen Center for Environmental Studies) for a two hour long guided tour through the natural expanse of Snowmass, in partnership with Snowmass Tourism. Starting at the Ticket Pavilion on the Snowmass Mall, guests can snowshoe, hike, or use stabilizers to explore along the Nature and Sleighride Trails, keeping an eye out for winter creatures and learning about mountain habitats and ecology, Snowmass history, and more. Hikes begin at 10am and 1pm,

daily from December 14-April 16; Free. Snowshoes and stabilizers provided.

[www.gosnowmass.com/activity/aces-tours](http://www.gosnowmass.com/activity/aces-tours)

**Music on the Mall:** Every Thursday, starting December 3, 2020 through April 15, 2021, Music on Mall returns to Snowmass, featuring live music on the Tower Stage during après. Music on the Mall, presented by Snowmass Tourism, runs from 2:30pm-4:30pm in December, January and February and moves to 3:00pm-5:00pm in March and April. Performances feature local Roaring Fork Valley musicians. [www.gosnowmass.com/events](http://www.gosnowmass.com/events)

**Snowmass Mountain Mission:** The Snowmass Mountain Mission, presented by Snowmass Tourism, is an app based, village-wide scavenger hunt designed to challenge creativity, test Snowmass knowledge, and enhance selfie skills. Each question is assigned a point value. If you reach 3,000 points, win a Snowmass Buff. Keep playing to finish the game. 6,000 points marks the grand prize! Download the Eventzee app from the App Store, enter an email, username and password, and the event code: Snowmass. See you on the leaderboard! [www.gosnowmass.com/snowmass-mountain-mission](http://www.gosnowmass.com/snowmass-mountain-mission)

**Fireworks:** Guests and locals alike can enjoy festive fireworks on select nights throughout the season. With the spectacle launched from Fanny Hill, all can enjoy the colorful show from socially distanced balconies, trails, and restaurants around Snowmass Village. December 25, December 31, January 30, February 13, March 27 (subject to change). Times vary with the sunset. Visit [www.gosnowmass.com/events](http://www.gosnowmass.com/events) for details and specific times. Presented by Snowmass Tourism.

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