



S N O W M A S S

C O L O R A D O

New Activations Featured This Winter in Snowmass Village, CO

Snowmass Luminescence, Snowmass Ice Sculptures, Music on the Mall, Snowmass S'mores, and More Come to the Village this Winter



Photo Credit: Jeremy Swanson

Snowmass Village, Colo., (November 23, 2020) – Instead of large-scale events, the winter 2020/2021 season in Snowmass Village sees the expansion of smaller, more frequent, off the slopes activations to delight and please guests. Over the course of the winter, visitors to Snowmass can enjoy a series of smaller scale activations that they can experience at their own pace and leisure. These include a new version of the ever-popular Snowmass S'mores; the debut of Snowmass Luminescence, an interactive art and light display; as well as Snowmass Ice Sculptures; daily ACES (Aspen Center for Environmental Studies) Guided Treks; the return of Music on the Mall; a downloadable scavenger hunt – the Snowmass Mountain Mission; and five fireworks shows throughout the season.

In addition, [The Collective Snowmass](#), the heart and soul of Snowmass Base Village, features weekly programming including socially distanced chess night, bingo night, comedy night, live music, educational talks, 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

“Our goal this winter is to provide visitors and locals alike with a wide variety of fun, engaging, self-directed programming,” says Rose Abello, Tourism Director, Snowmass Tourism. “In addition to tweaking and expanding popular favorites, we are also introducing some new and different activations. And, guests will also see some additional surprises throughout the season.”

In addition to new activations, guests and locals will see changes to the restaurants and retail shops around Snowmass Village this winter. In order to expand the winter footprint, wind barriers in the form of plexiglass planters, complete with winter decor and benches, will be installed at participating restaurants and retailers, keeping the Colorado fresh air circulating around diners and shoppers as they enjoy all that Snowmass has to offer.

New Winter 2020/2021 Winter 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

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.aspensnowmass.com/while-you-are-here/events/snowmass-luminescence

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

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

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

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

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 for details and specific times. Presented by Snowmass Tourism.

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 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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