

SNOWMASS

COLORADO

What's New in Snowmass, CO for Summer 2024

Summer Features the 50th Anniversary of the Snowmass Rodeo, \$6.5 Million Development of Snowmass Town Park, New Dining Options, Hotel News & Renovations, New Events, and More



Photo Credit: Jeremy Swanson

Snowmass Village, Colo., (April 29, 2024) – Today, Snowmass Tourism announces news for the 2024 summer season in Snowmass Village. Highlights include the 50th Anniversary of the Snowmass Rodeo, the \$6.5 million development of Snowmass Town Park and the Snowmass Rodeo grounds, additions to a thriving culinary scene, hotel news, new summer events, and much more.

“Summer in Snowmass is such a special season,” says Julia Theisen, Tourism Director, Snowmass Tourism. “This summer we have so much vibrancy, with new restaurants and retail, the upgrades to Snowmass Town Park, and of course, 50 years of the Snowmass Rodeo. We can't wait to welcome guests and locals to experience everything Snowmass has to offer.”

Snowmass Rodeo Celebrates 50 Years

The iconic Snowmass Rodeo celebrates its **50th anniversary** in Summer 2024. This long-standing Western tradition is a Snowmass summer staple, complete with authentic cowboys and cowgirls competing in all the rodeo classics, including barrel riding, saddle bronc, bull riding, and much more. New for the 50th anniversary season, unique acts debut at each rodeo, commemorating 50 years of Snowmass Western Heritage, a 501(c)3 non-profit benefiting scholarships for the rodeo and local community. Also new this summer is the unveiling of the new **\$6.5 million rodeo arena, grounds, and entry to Snowmass Town Park**. The Snowmass Rodeo takes place on Wednesdays at 7:00 p.m., rain or shine, June 19-August 21. Doors open at 5:00 p.m. for a BBQ Dinner and activities. For ticket prices, rodeo descriptions, and audience participation events, please visit www.SnowmassRodeo.org.

Snowmass Culinary & Retail News

In summer 2024 culinary news, owners of Basalt local favorite **Hominy Southern Kitchen** are set to debut a new restaurant concept on the Snowmass Mall in the former Big Hoss space. The new concept is seafood forward and features an oyster bar. The space is currently undergoing a renovation, embracing a rustic nautical theme, and is aiming for a July opening. Grab-and-go **Napoli Express** celebrates their first summer on the Snowmass Mall, serving pizza, salads, sandwiches, and coffee. **AspenX** in Snowmass Base Village, and **Four Mountain Sports** and **Gorsuch Café** on the Snowmass Mall celebrate their first summer in Snowmass, each offering unique summer clothing and other retail options. Also making their summer debut is **Sheer Bliss Dog Spa**, a new mobile dog grooming experience serving the Roaring Fork Valley.

Snowmass Hotel News

The **Viceroy Snowmass** started a renovation of their flagship restaurant, **TORO**, in spring 2024, slated for completion for the upcoming 2024/2025 ski season. **Cirque Residences X Viceroy Snowmass** is currently under construction, set to debut for Winter 2024/2025 as a much-anticipated sequel to the current Viceroy Residences. The new concept features two- and three-bedroom floor plans in a new luxury tower. The **Limelight Hotel Snowmass** offers their guests complimentary access to reserve a suite of **Therabody** products during their stay, including Theragun Pro, TheraCup, Wave Duo, Wave Solo, Wave Roller, RecoveryAir JetBoots, Therabody Goggles, and TheraFace Mask. Every Wednesday, guests at **Viewline Resort Snowmass** can immerse themselves in the rich heritage of the Wild West with **Whiskey Wednesday**. This event, held in honor of the 50th anniversary of the rodeo, features carefully selected whiskeys with each sip offering a taste of the rugged landscapes that surround the resort. Attendees can expect a Snowmass Rodeo pre-game and post-game atmosphere filled with camaraderie, storytelling, and live music.

New Snowmass Summer Events

Snowmass Tourism debuts two new events on the 2024 summer calendar. **Summer Après**, June 12-August 25, features live music on the Tower Stage, activities, games, and special experiences throughout Snowmass Village from 3:00 p.m. – 6:00 p.m. every Wednesday through Sunday. **Dog Days of Summer**, July 21 & August 25, celebrates all things canine, with a local groomer and pet store on hand to provide free nail clippings and treats, as well as dog costumes and photo opportunities, and a do-it-yourself dog washing station. **The Collective Snowmass** features a robust lineup of weekly programming including new community art classes, community fitness classes on Saturdays and Sundays, and Trivia Tuesdays on the second Tuesday of each month. Also new for this summer, the highly successful winter **Comedy WKND** celebrates its summer debut, July 12-14, while weekly comedy moves from Wednesday nights to Friday nights. In addition, the summer schedule includes private cooking classes at Mawita with **James Beard Nominee and Michelin Recognized Chef Mawa McQueen**.

New Snowmass Ice Age Discovery Talk & Tours

In 2010, a construction crew unearthed a single tusk of a mammoth while digging at Ziegler Reservoir in Snowmass Village. The Denver Museum of Nature and Science took over the site and went on to unearth 35,000 bones of large mammals and small vertebrate species. The Snowmass paleontological site is the richest Ice Age ecosystem ever found at high altitude. New for the 2024 summer season, Snowmass Tourism and the Aspen Science center have partnered to create a weekly tour, the **Ice Age Discovery Talk & Tour, starting June 14**, which takes guests on a guided journey around Snowmass every Friday throughout the summer. The tour highlights the unique Ice Age story and showcases three new unique murals on the Snowmass Mall and in Snowmass Base Village, created by regional, national, and international artists. For more information on the Snowmass Ice Age Talk & Tour, please visit www.gosnowmass.com/events. In future news, Snowmass Tourism has contracted artist Jen

Lewin to create two life size **mastodon sculptures** – one mother and one baby – slated for installation on the Snowmass Mall in Summer 2025. The sculptures will be made of recycled ocean plastic and lit from within.

Snowmass Ski Area Gets New Lift

Under construction this summer for the 2024/2025 winter ski season, a new chairlift makes its debut on Snowmass Ski Area. With a start across from the Snowmass Mall, the new chairlift replaces the Cony Glade lift for easier and faster access to Snowmass' 3,300+ acres of terrain.

Rift Raft Racing Heads to World Championships

Riff Raft Racing, comprised of local guides from Snowmass' **Blazing Adventures** and Aspen's Elk Mountain Expeditions make their international debut as the **United States Men's Open Rafting team** at the [International Rafting Federation](#) World Rafting Championship in Bosnia-Herzegovina, May 28-June 2, 2024. The weeklong competition, open only to nationally selected teams, takes place on the famed Vrbas River. Riff Raft trains on the rivers around Snowmass and practice at the Snowmass Rec Center. Watch the team compete locally on June 22 during their annual Whitewater Raft & Kayak race on the Slaughterhouse section of the Roaring Fork River.

For all there is to see and do in Snowmass, please visit www.gosnowmass.com. For press materials, please visit www.gosnowmass.com/media.

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. Snowmass was Voted #1 Ski Resort in the US by Conde Nast Traveler's Reader's Choice Awards in 2023 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 one of only 7 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% slopeside lodging, shopping, unique special events and music, and much more. For more information and a complete calendar of events and activities, please visit www.gosnowmass.com.*

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