

March Roars in with Spring Fever and Spring Savings at Breckenridge Ski Resort

New Spring Fever Events include Breck Pride and the Breck Plunge

BROLL ALERT: Video of today's snowstorm moving through Breckenridge is available at <https://vailresorts.box.com/v/march6snow>; video of Spring Fever is available at <https://vailresorts.box.com/v/BreckSpringFever>

BRECKENRIDGE, Colo. — March 6, 2017 — With heavy snow falling across the Colorado Rockies today, mother nature is setting the stage for Spring Fever at [Breckenridge Ski Resort](#), bringing the best spring snow in the Rockies to a packed event calendar of new and favorite events across Breck's five huge mountain peaks.

[Spring Fever](#) kicks off with the jaw-dropping, GoPro IFSA Big Mountain Challenge as some of the best big-mountain athletes carve up Breck's epic above-treeline terrain on Peak 6, March 18-19. New this year, the resort and community introduce Breck Pride week – for everyone - LGBTQ, straight, skiers, snowboarders, beginners, experts, supporters – come one, come all to help start a new tradition in Breckenridge. Finally, to finish off the ski season with a splash, Breck presents the new Breck Plunge pond skim on closing day, April 23, 2017.

Spring Fever is all about fun, sun, après parties, vacation savings and enjoying the more than 21 feet of snow at Breck so far this season. See it for yourself here: https://youtu.be/49_VZTD0yqw

Spring Fever Heats up Breck - March 18 through April 23, 2017

The conditions are perfect, the sun feels brighter and the competition heats up. The mountain is full of contests and parties from parks to peaks during Spring Fever. March comes in with roaring savings and April ends with a splash at the new Breck Plunge. www.breckspringfever.com

What's New this Spring

NEW Breck Plunge on Closing Day, April 23, 2017 Celebrate the end to an amazing 2016-2017 ski and snowboard season. Breck's newest Breck Plunge, pond skim event will help close out the season with a splash. Join the fun at the base of Peak 8 with live music, food, drinks and great people!

Spring Fever Lodging Savings Up to 40 Percent Off The Spring Fever lodging deal saves guests up to 40 percent off lodging. Book by March 31 for stays between March 3 and April 13 to save big on a spring getaway. *Lodging deals are subject to availability and may have blackout dates and minimum lengths of stay.* Book at www.Breckenridge.com/deals or call the experts at (866) 438-5702.

Other Spring Fever Happenings

GoPro IFSA Big Mountain Challenge, March 18-19, 2017 In this spectator-friendly event, watch as some of the best big-mountain athletes take on Breck's newest terrain, The Six Senses. Athletes will draw steep lines through tight chutes and big cliff drops as they compete for points in the IFSA Series.

Breck Parks Spring Open, April 1, 2017 The second annual Breck Parks Spring Open returns to Breck this April featuring a slopestyle competition for both pros and amateurs. Athletes will try to impress the judges for cash prizes on Park Lane's Triple Jump Line. TBar restaurant hosts the after-party at the base of Peak 8.

Breck Chili Cook-Off, April 2, 2017 Mountain chefs compete for money and bragging rights on who has the best chili in Breck and guests get to enjoy all of the chili. The competition is judged on two categories: guest and judge's favorite. Event starts at

11 a.m. at the base of Peak 7, accessed by the free BreckConnect Gondola from town and Peak 8.

Spring Fever Park Jams, April 7, 14 and 21, 2017 Friday afternoons from 12 p.m. to 3 p.m. mean prizes, free food and music in the day's selected Terrain Park at Breck. Jam-style contests will be judged by the special guest judges and prizes include season pass giveaways and more.

Breckenridge Town Spring Fever Beer Festival, April 8, 2017 The annual Breckenridge Spring Beer Festival takes place Saturday, April 8 on Ridge Street in Breckenridge with more than 35 breweries featured and live music. Enjoy a weekend of skiing and a Saturday afternoon of beer tasting. Purchase tickets ahead of time at www.breckenridgebeerfestival.com.

Easter Egg Hunt, April 16, 2017 Join the Easter fun with the kids' Easter Egg Hunt on Peaks 9 and 8 Sunday morning, April 16, 2017. An early sunrise on-mountain service will also be held, starting at 6:30 a.m. No lift ticket required and foot passengers allowed on the chairlift only (no ski or snowboard equipment.)

Imperial Challenge, April 22, 2017 The 2017 Imperial Challenge enters its 26th year. Participants ride their bike six miles from Breckenridge Recreation Center to the base of Peak 8 (or run); ascend on skis, split-board, Telemark gear or snowshoes to the top of T-bar lift or Imperial Express SuperChair and then ski or snowboard down.

Breck Advanced Lift tickets offers advance or up-to-the-minute lift ticket purchases through an easy-to-use online and mobile site. When purchased at least seven days in advance tickets guests can receive **up to 25 percent off on lift tickets**. Lift tickets purchased in advance can be picked up at a designated Express Ticket Pick-Up lane at each resort. Once the ticket is picked up, guests can keep their ticket and load it with more days online, avoiding a return trip to the ticket window. Lift Tickets purchases are rewarded when planning in advance, even if the purchase is made while walking up to the resort, with the lowest price guaranteed and less time spent in the ticket line. Guest can purchase any time at www.Breckenridge.com.

Stay connected all year long at www.facebook.com/Breckenridge and follow @Breckenridgemtn on Instagram and Twitter. #Breck

About Breckenridge Ski Resort

With five huge peaks, 2,908 acres, four terrain parks, a 22-foot Superpipe, 11 bowls, the highest chairlift in North America, family-friendly terrain and a world-class ski school, all situated above an authentic, hip mountain town with awe-inspiring views, there are good reasons why "Breck" is one of the most popular ski resorts in the Western Hemisphere. Renowned for the welcoming spirit and friendly character of its locals, with more than 200 restaurants, bars, and shops, and numerous year-round activities and events, Breck embodies more than just a destination, it inspires a way of life. www.breckenridge.com.

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Media Note

Images of Breckenridge Ski Resort are available here (credit 'Breckenridge Ski Resort'): <https://vailresorts.app.box.com/v/Breckenridge>

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About Vail Resorts, Inc. (NYSE: MTN)

Vail Resorts, Inc., through its subsidiaries, is the leading global mountain resort operator. Vail Resorts' subsidiaries operate ten world-class mountain resorts and three urban ski areas, including Vail, Beaver Creek, Breckenridge and Keystone in Colorado; Park City in Utah; Heavenly, Northstar and Kirkwood in the Lake Tahoe area of California and Nevada; Whistler Blackcomb in British Columbia, Canada; Perisher in Australia; Wilmot Mountain in Wisconsin; Afton Alps in Minnesota and Mt. Brighton in Michigan. Vail Resorts owns and/or manages a collection of casually elegant hotels under the RockResorts brand, as well as

the Grand Teton Lodge Company in Jackson Hole, Wyo. Vail Resorts Development Company is the real estate planning and development subsidiary of Vail Resorts, Inc. Vail Resorts is a publicly held company traded on the New York Stock Exchange (NYSE: MTN). The Vail Resorts company website is www.vailresorts.com and consumer website is www.snow.com.

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