

Third Annual Skadi Vail Returns in January

For Immediate Release

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VAIL, Colo. – Oct. 30, 2017 – Vail Mountain, Vail Resorts Retail and Outdoor Divas are proud to present the third annual Skadi Vail Women's Ski and Snowboard Fest. Skadi, pronounced 'Scotty,' means the Norse goddess of winter. This celebration of women coming together to enjoy all that the mountain and village have to offer will be held during Martin Luther King Jr. weekend, January 13-14, 2018. This marks Skadi Vail's first event to be held during a weekend period.

"Skadi is a unique event for women to come together and experience all that Vail has to offer. Skadi Vail is not just about skiing and riding. It is an event that unites women through a passion for skiing, riding, the outdoors and the mountain lifestyle," said Product Manager for Adult Specialty Programs, Ingie Franberg. "Skadi returns for the third annual event this coming season which is a true testament to the women's programming offered at Vail Mountain."

Female skiers and riders will be treated to the largest female-specific ski and snowboard equipment demo in the country and paired with customized on-mountain guided experiences with female instructors, allowing for quicker lift access during this holiday weekend. Skadi Vail is about the full experience, both on- and off-mountain. The festival will kick off Saturday, January 13, with wine, music, an auction and raffles. Wake up Sunday, January 14, with yoga and, visit the vendor village to demo gear, and round out the weekend with a one-of-a-kind après ski event.

"What we didn't struggle to find time for was sharing experiences, swapping stories of what we're working on in our skiing and in our lives," said Skadi Vail participant, Heather Fried. "Conversations that showcase and strengthen the bond beyond just gender, connecting us in our mutual reverence for skiing."

Skadi Vail is an event designed by women for women. Skadi is open to any level of skier or snowboarder and is a gathering of goddesses from near and far. In addition to scheduled events, participants will receive a spa discount at The Lodge at Vail, A RockResort, or The Arrabelle at Vail Square, A RockResort.

Proceeds from the silent auction on Saturday night will benefit Pink Vail, the world's biggest ski day to conquer cancer, on Saturday, March 24, 2018. Proceeds from Pink Vail fund patient care and survivorship programs, including free exercise training, nutrition coaching, emotional support, outdoor adventures, a nurse navigator, massages and more.

For the full event schedule or to register, visit <http://www.vail.com/events/skadi>

About Vail Mountain

Under blue skies more than 300 days each year, Vail is an extraordinary mountain resort destination. The vacation experience is exceptional, from the awe-inspiring terrain and natural beauty of the surrounding Gore and Sawatch Ranges to world-class events, activities and festivals, shops and spas, and the abundant culinary experiences and luxurious accommodations that line the pedestrian-friendly streets of Vail Village and Lionshead. Vail is where outdoor pursuits meet village sophistication. Offering more than 5,200 acres of developed ski and snowboard terrain including seven legendary Back Bowls in winter, and flourishing with new summer activities with the debut of Epic Discovery in 2016, the options for year-round adventure are endless. Coupled with the vision inherent in the spirit of Vail's founders, and a modern day commitment to excellence in all aspects of guest service and operations, Vail is a mountain resort like nothing on earth.

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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 11 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; Stowe in Vermont; 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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