

Save the Date: Vail Snow Days is Back and Bigger Than Ever

For Immediate Release

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VAIL, Colo. – Aug. 30, 2018 – Vail Snow Days kicks off the 2018-19 winter season and returns bigger than ever with a four-day festival Thursday, Dec. 13 through Sunday, Dec. 16, 2018.

Vail Snow Days brings the entire community together to celebrate the early season. The schedule of activities for Vail Snow Days 2018 will include time-honored early season traditions including, the return of headliner concerts Friday and Saturday as well as new events including, the Pray for Snow Kick-off Celebration, pub crawls, and Bloodies and Bluegrass on Sunday.

The four-day festival will feature two nights of free concerts at Ford Park, presented by Bud Light. Big name headliners will be announced this fall and guests will have the opportunity to purchase Private Reserve VIP tickets.

The launch of Savor Vail will debut with early season offerings from local restaurants, bars, retail locations, galleries and spas.

Snow Days LIVE! will showcase live music all weekend long between Vail and Lionshead Villages as well as on-mountain.

A Vail Snow Days lodging package will be available for purchase Sept. 10, 2018, offering 20 percent off lodging rates with an optional purchase of special rate Private Reserve VIP tickets for Friday and Saturday concerts.

Vail Snow Days is presented by Town of Vail, Vail Mountain, Bud Light, Pepsi, and brought to you in part by Verizon and Helly Hansen.

Town of Vail lodging partners interested in participating in the Vail Snow Days lodging offer are encouraged to contact Vail Mountain Central Reservations at reservations@vailresorts.com.

Town of Vail merchants, restaurants, galleries and, spas interested in participating in the Savor Vail Snow Days early season specials program are encouraged to contact Highline at info@gohighline.com.

For more information, visit vail.com/snowdays or call 970-SKI-VAIL (754-8245).

About Vail Mountain

Under blue skies more than 300 days each year, Vail is the world's premier mountain resort. The year-round alpine experience is exceptional, from the vast terrain and natural grandeur of the surrounding Gore and Sawatch Ranges to world-class events, shops and spas, and the abundant culinary options and luxurious accommodations that line the pedestrian-friendly streets of Vail and Lionshead Villages. 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 after 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 an unbreakable commitment to excellence in all aspects of guest service and operations, Vail is 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 12 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; Stevens Pass in Washington; 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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