



# SNOWMASS

---

## COLORADO

### **Snowmass Celebrates Kids With V.I.K. Snowmass**

*Very Important Kids (V.I.K) Snowmass is a Hub for All Things Kid Friendly in Snowmass*



*Photo Credit: Hal Williams*

**Snowmass Village, Colo.**, (October 2018) – In Snowmass, every child is a Very Important Kid, both on and off the slopes. In honor of these younger guests, Snowmass has developed V.I.K. Snowmass, a hub for activities, events, and information to help ensure that the next generation has nothing but fun while visiting the iconic mountain village.

#### **Top Kid-Friendly Activities**

[Skiing & Snowboarding in Snowmass](#) - The Snowmass Ski and Snowboard School provides families with plenty of choices when it comes to ski and snowboard lessons. Kids can spend a single day with an expert instructor or extend the fun over the course of a multi-day lesson. Kids of all ability levels and interests can hone their skills and enjoy more confidence on the mountain after time spent with Aspen Snowmass' dedicated instructors. For information and pricing on all child/tween/teen lesson options, visit [Aspen Snowmass](#).

[Anderson Ranch](#) - Founded in 1966, Anderson Ranch Arts Center is a premier destination for art making and critical dialog in the contemporary art world, bringing together aspiring and internationally renowned artists to discuss and further their work in a stimulating environment. With a campus that's free and open to the public, Anderson Ranch is a hub of creative energy and activity for adults and children alike, offering a host of interactive art workshops, lectures by today's most influential artists and curators, weekend classes, children's art workshops and more. For winter programming, please visit [www.andersonranch.org](http://www.andersonranch.org).

[Breathmaker Alpine Coaster & Tube Town](#) - The Breathmaker Alpine Coaster at the top of the Elk Camp Gondola, part of The Lost Forest, is open all winter long. The coaster features individual cars that are controlled by the rider with a ride time of seven to nine minutes. The Breathmaker Alpine Coaster is available during the day as well as in the evenings during Ullr Nights (Friday nights starting December 21- April 5, and select Thursday nights throughout the season). During Ullr Nights, Elk Camp is transformed into a winter playground, offering family activities from tubing to

snowbiking and fireside s'mores. Guests can purchase an Activities Pass, good for two hour sessions which includes unlimited rides on the Breathtaker Coaster and for tubing in Tube Town.

[Ice Age Discovery Center](#) - Families are invited to explore the free Ice Age Discovery Center, located on the Snowmass Village Mall, a mini museum dedicated to 2010 Ice Age find at nearby Ziegler Reservoir. Children (and their parents) can get up close and personal with replicas of a mastodon skull and femur bone, touch mastodon and mammoth teeth, read ice-age books in the children's library, watch videos from the Denver Museum of Nature & Science and National Geographic, and learn the story of the Snowmass Ice Age discovery. The Ice Age Discovery Center is open daily from 10:00am–5:00pm.

[Snowmass Base Village Ice Skating & Climbing Wall](#) – Snowmass Base Village is a hub for kid friendly activities, including ice skating on the new ice rink in the Events Plaza and rock climbing on Colorado's tallest rock-realistic indoor climbing wall at new Limelight Snowmass. Fire pits sprinkled around the plaza make for a family friendly gathering spot, ideal for s'mores roasting and après snacks.

[Moonlit Trek Series](#) – Families can spend the evening under the stars with a 1.2-mile snowshoe, walk, or cross-country ski around the Snowmass Club golf course, with a mid-way stop for cookies and hot chocolate at Anderson Ranch Art's Center. End with a family-style pasta dinner at Black Saddle Bar and Grille with live music. Moonlit Treks feature a one hour guided tour with an ACES naturalist at 6:00pm. Moonlit Treks occur on the Saturday nearest the full moon each month. Dinner is \$25 adults / \$15 kids (12 & under). The trek around the golf course is free. Moonlit Treks occur Saturdays - December 22, January 19, February 16, and March 16 from 5:30-9:00pm.

[The Snowmass Recreation Center](#) – The Snowmass Recreation Center offers fun for the whole family, including indoor rock climbing, swimming, fitness classes, and more. The 18,000-square-foot recreation facility offers unique year-round saline outdoor pools, a state-of-the-art cardio and weight room, a brand new indoor gymnasium, aerobics, yoga, and Pilates classes, climbing & bouldering walls, and more.

[Snowmass S'mores](#) - Guests visiting Snowmass this winter can experience a sweet type of après. Back for its second year, guests of all ages can enjoy Snowmass S'mores, free s'mores from 3:30 p.m. – 4:30 p.m. every day throughout the winter season starting November 22, courtesy of Snowmass Tourism. Guests can find branded s'mores carts (which resemble oversized marshmallows and include step by step s'moring instructions) at the fire pits in Base Village and the Snowmass Village Mall. Every day from November 22, 2018 – April 21, 2019 guests can enjoy a classic s'more and a rotating flavor of the day, which will change seasonally. New for the 2018/2019 winter season, Snowmass S'mores sees the addition of special flavors on holidays including Holiday Week, New Year's Eve (December 31), Valentine's Day (February 14), Mardi Gras (March 5), St. Patrick's Day (March 17), and Snowmass Closing Weekend (April 20-21).

[Treehouse Kids' Adventure Center](#) - Designed with kids in mind, this 25,000-squarefoot Aspen Snowmass Ski & Snowboard Schools facility is sure to create a lifetime of memories. The Treehouse experience includes Snowmass Kids' Ski & Snowboard School check-in, equipment rental, retail, and family après entertainment, all under one roof. The unique design shares the wonder of the mountain environment in tactile, fun and educational ways. The Treehouse includes six interactive, nature-themed rooms designed for specific ages, bringing the outdoors inside. Scale the Aspen Leaf Climber in the Alpine Climbing Room, explore the Bear Den with preschoolers, or spend some down time with infants and toddlers in the Butterfly room.

For more information on kid-friendly fun in Snowmass, visit [www.VIKSnowmass.com](http://www.VIKSnowmass.com) or [www.gosnowmass.com](http://www.gosnowmass.com).

**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 ski areas in the world. For 2019, Ski Magazine named Aspen Snowmass the #1 “resort of the year” in the

*West. Snowmass offers guests incredible views of mountain vistas, in addition to 2.8 million adjacent acres of wilderness, open for activities and exploration. Snowmass offers a wide variety of outdoor activities, 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](http://www.gosnowmass.com).*

Snowmass Tourism Media Contact: Sara Stookey Sanchez, Public Relations Coordinator,  
Snowmass Tourism, 970-922-2285 or [sstookey@GoSnowmass.com](mailto:sstookey@GoSnowmass.com).

