



S N O W M A S S

C O L O R A D O

Snowmass 2018 Summer Event Lineup Features Five New Events

Enjoy the Debut of Fridays on the Mall, Yeti Tribe, AdventureOUT, New Belgium Ranger Station 5K – Run for Beer!, and Cidermass, a new cider festival in Snowmass this Summer



Snowmass Village, Colo., (March 6, 2018) – Today, Snowmass Tourism announces its event lineup for the summer 2018 season. The summer 2018 lineup sees the debut of five new events to the calendar, as well as the return of favorites including Tough Mudder Snowmass, Snowmass Rendezvous Craft Beer Festival, Yoga on the Mountain, the 43rd Annual Snowmass Balloon Festival, the Motoring Classic & Aspen Snowmass Vintage Car Race, and many more. Summer 2018 also marks the 45th anniversary of the Snowmass Rodeo, the longest continuously running rodeo in Colorado, and the 27th season of the Snowmass Summer Concert Series.

New events for summer 2018 include Fridays on the Mall, a weekly event featuring music, artisans, vendors, and more on the Snowmass Village Mall (June 15-August 17); AdventureOUT (July 4-8), a new summer focused, family-friendly, LGBT weekend gathering; Yeti Tribe (July 27-29), a gathering of Yeti bike owners for a weekend of camping, trail riding, and community; the New Belgium Ranger Station 5K – Run for Beer! Presented by Colorado Brewery Running Series (August 12), a beer and trail fun run taking place around Snowmass Village; and Cidermass, a new hard cider tasting event (September 8), which joins Septemberfest in a celebration of all things fall.

“This summer will offer one of the most robust event calendars ever,” says Rose Abello, Tourism Director, Snowmass Tourism. “We are pleased to welcome Tough Mudder back to Snowmass, as well as the rest of our returning events, and are looking forward to welcoming new events like Fridays on the Mall, Yeti Tribe, and AdventureOUT, to our community.”

On-going summer Snowmass events

Snowmass Free Concert Series – June 9-August 16: On 10 consecutive Thursdays and two bonus Saturdays (June 9 and July 21) throughout the summer, Snowmass hosts a weekly free concert series on Fanny Hill, showcasing genres of music ranging from reggae, to soul, to funk, to rock. 2018 marks the 27th year of the Snowmass Free Concert Series.

Snowmass Rodeo – June 13-August 22: The Snowmass Rodeo celebrates 45 years of operations this summer, making it the longest continuously running rodeo in Colorado. The Snowmass Rodeo takes place on Wednesdays, rain or shine, throughout the summer.

Fridays on the Mall – Fridays, June 15-August 17: Kick off the weekend on the Snowmass Mall with music, extended business hours, local artisans, food & drink specials, and more.

Highlighted events on the summer 2018 calendar include:

Snowmass Automobili Exotica presented by 3Zero3 Motorsports – June 8-9: Returning after a four-year hiatus, 3Zero3 Motorsports, a premier European automotive group based in Denver, returns to Snowmass with the Automobili Exotica, which showcases classic Audi, BMW, Porsche, Volkswagen, and Mini Coopers in Snowmass during a new car show extravaganza on Saturday, June 9th on the Base Village lawn.

Ragnar Trail Snowmass – June 8-9: The Ragnar Trail Snowmass, a team trail running race descends upon Snowmass Village for the sixth year. Teams rotate through all three loops, ranging from easy to difficult, in a test of endurance and perseverance, culminating at the Ragnar Village finish line in Snowmass Town Park.

Snowmass Craft Beer Rendezvous – June 8-9: Snowmass Craft Beer Rendezvous, presented by the Colorado Brewers Guild, is the hoppy kick-off to the 2018 summer season. Friday, June 8th, guests are welcome to attend a series of new Brewer's Pairing Dinners at restaurants around Snowmass Village, before indulging in beers from over 30 craft brewers during a three-hour grand tasting event on Saturday, June 9th. The weekend culminates with the first concert of the Snowmass Free Concert series on Fanny Hill that evening.

Rustic Grind / Heritage Fire - June 14 & 16: Complementing the Food & Wine Classic in Aspen, Heritage Fire returns for a slopeside, wood-fired, meat-laden feast. Forty notable chefs and butchers cook up 3,000 pounds of heritage bred animals on the slopes of Fanny Hill, while wineries, breweries, and craft distillers offer drink pairings. Don't miss Rustic Grind, a precursor to Heritage Fire, on Thursday, June 14th, during the Snowmass Free Concert Series.

AREDAY Summit, Expo & Electric Vehicle Show – June 18-23: Founded in 2004, American Renewable Energy Day (AREDAY) is a conference on climate change, renewable energy, and policy. Held annually in Snowmass each summer, AREDAY brings together community leaders from around the world to discuss the ever-changing issue of climate change and climate change solutions.

Snowmass Demo Days – June 22-24: Snowmass Demo Days returns to give mountain bike enthusiasts of all ages the opportunity to demo this season's hottest products over the span of the two-day series and to be the first on the mountain in conjunction with the opening of the Elk Camp Gondola on June 22nd.

The Snowmass Community Celebration & Fireworks – July 4: Guests and visitors alike are invited to celebrate Fourth of July evening in Snowmass with complimentary lawn games, music, sweet treats, and more. The festive affair coincides with the Snowmass Rodeo and culminates with fireworks over Fanny Hill.

AdventureOUT Snowmass – July 4-8: AdventureOUT Snowmass brings the LGBT community together for a weekend of summer adventure, from hiking to biking, to white water rafting. AdventureOUT Snowmass features a different spin on the Aspen Gay Ski Week Experience, with an emphasis on building community and getting out into nature. AdventureOUT benefits local nonprofit, AspenOUT.

Aspen Deaf Camp Benefit & Concert – July 21: Deaf Camp Benefit, established in the 1970's, supports the Aspen Camp and their programs for deaf and hard of hearing kids. The Deaf Camp Benefit features a silent auction and a headlining band on the Fanny Hill Stage. The Aspen Deaf Camp Benefit is a free event. Donations are encouraged to support the Aspen Camp of the Deaf and Hard of Hearing.

Yoga on the Mountain – July 27-29: The second annual Yoga on the Mountain, presented by Power Yoga Retreats, returns to Snowmass, this time in July, for a three-day festival celebrating yoga, music, and nature. The weekend schedule includes restorative yoga classes, advanced asana workshops, children's yoga, and focused sessions on mudras, mantras, bandhas and breath work – all mixed with meditation, presentations, and discussions.

Yeti Tribe – July 27-29: Yeti Tribe is a gathering of Yeti bike owners and enthusiasts who come together for a weekend of camping, single track trail riding, and community in Snowmass Village.

New Belgium Ranger Station 5K – Run for Beer! Presented by CO Brewery Running Series – August 12: The Colorado Brewery Running Series, a Denver based series, debuts its first mountain destination trail fun run. The New Belgium Ranger Station 5k – Run for Beer! event consists of a 5k trail run starting and ending on the Snowmass Mall, followed by a post beer party at the New Belgium Ranger Station.

Zoppé Italian Family Circus – August 17-19: The Zoppé Italian Family Circus returns to Snowmass again this summer, welcoming guests into an intimate 500-seat circus tent for a one-ring circus, honoring the best of the Old-World Italian circus tradition. The circus features aerial stunts, horse riding, dog tricks, and much more.

Tough Mudder Colorado – August 25-26: Tough Mudder returns to Snowmass after a one-year hiatus. The 2018 Tough Mudder Colorado weekend marks the eighth in company history in Colorado and the third at Snowmass. The sprawling course includes the biggest elevation gain in North America. The weekend features three events – Tough Mudder Half (5 miles/10+ obstacles), Tough Mudder Full (10 miles/20+ obstacles), and Tougher Mudder, (10 miles/competitive race wave).

JAS Aspen Snowmass Labor Day Experience – August 31-September 2:

JAS Aspen Snowmass Labor Day Experience, a world-class music festival, set amidst the stunning backdrop of Snowmass Village, returns to Snowmass Town Park with headliners including Zac Brown Band, Lionel Richie, Jack Johnson, Fitz and the Tantrums, Michael Franti, Gary Clark Jr. and more.

Snowmass Balloon Festival – September 7-9: The 43rd Annual Snowmass Balloon Festival, a long standing Rocky Mountain tradition, fills the sky with eclectic balloons, as 30 pilots launch their hot air balloons into the air at sunrise. The Night Glow Balloon Show on Saturday evening provides an up-close-and-personal experience to these mega balloons and chat with their pilots.

Septemberfest & Cidermass – September 8: New for the 2018 season, Cidermass, a new cider festival joins Septemberfest in a celebration of all things fall. The festival features hard cider tastings from 25-30 vendors from all over the country on the Snowmass Village Mall. The second annual Septemberfest returns to Base Village with wine and sake tastings, food vendors, children's activities, music, and more, all culminating with the Night Glow Balloon Show.

The Motoring Classic & Aspen Snowmass Vintage Car Race - September 14-17: Vehicles of all shapes and sizes gather in Snowmass for the second year, for an action-packed weekend featuring all things auto. A car show kicks off on Saturday, September 15th, where guests can get up close and personal with cars and drivers. Then on Sunday, September 16th and Monday, September 17th enjoy the Aspen Snowmass Vintage Car Race, presented by Rocky Mountain Vintage Racing, now expanded to a two-day race, with over 120 vintage cars in the mix. Car clubs in attendance include Porsche, Ferrari, BMW, Audi, Corvette and Viper.

Snowmass Wine Festival – September 14-15: A long standing summer tradition, the Snowmass Wine Festival features a weekend of wine, wine tasting, and wine-pairing dinners, hosted by Rotary Club of Snowmass Village. Friday evening features a wine- pairing dinner, while the Saturday highlight is a three hour grand tasting event with wines from all over the world.

Full Snowmass summer 2018 events calendar

**Events are subject to change*

June

8-9	Snowmass Automobili Exotica
8-9	Snowmass Rendezvous Craft Beer Festival
8-9	Ragnar Trail Relay Snowmass
9	Snowmass Rendezvous Free Concert Series
13, 20, 27	Snowmass Rodeo (Wednesdays through Aug 22)
14	Cochon 555's Rustic Grind
14, 21, 28	Snowmass Free Concert Series (Thursdays through Aug 16)
15, 22, 29	Friday's on the Mall (Fridays through Aug 17)
16	Cochon 555's Heritage Fire
18-23	AREday Summit & Expo

22 Snowmass Gondola and Lost Forest open
22-24 Snowmass Demo Days

July

4 July 4th Community Celebration and Fireworks
4, 11, 18, 25 Snowmass Rodeo (Wednesdays through Aug 22)
4-8 AdventureOUT Snowmass
5, 12, 19 26 Snowmass Free Concert Series (Thursdays through Aug 16)
6, 13, 20, 27 Fridays on the Mall (Fridays through Aug 17)
20-22 Snowmass Doubles Volleyball Tournament
21 Deaf Camp Benefit & Concert
27-29 Yoga on the Mountain
28-29 Yeti Tribe Gathering
28-29 Audi Power of Four Mountain Bike & Trail Run

August

1, 8, 15, 22 Snowmass Rodeo (Wednesdays through Aug 22)
2, 9, 16 Snowmass Free Concert Series (Thursdays through Aug 16)
4-5 Big Mountain Enduro
3, 10, 17 Fridays on the Mall (Fridays through Aug 17)
3-5 VIDA Mountain Bike Clinic
10-11 Reebok Ragnar Colorado Road Relay
12 New Belgium Ranger Station 5K – Run for Beer! Presented by CO
Brewery Running Series
17-19 The Zoppé Italian Family Circus
18 Snowmass Loop Mountain Bike Fondo
25-26 Tough Mudder Colorado
31- Sept 2 Jazz Aspen Snowmass Labor Day Experience

September

1-2 Jazz Aspen Snowmass Labor Day Experience
7-9 Snowmass Balloon Festival
8 Cidermass
8 Septemberfest
14-17 The Motoring Classic
14-15 Snowmass Wine Festival
16-17 Aspen Snowmass Vintage Car Race
22 Golden Leaf Half Marathon Trail Run
22-23 CU in Snowmass Collegiate Mountain Bike Races

For more information, please visit www.gosnowmass.com/events.

About Snowmass Village, Colorado – A renowned winter playground and vibrant summer community just 9 miles from downtown Aspen, Snowmass consistently ranks as one of the best ski areas in the world and was listed by USA Today as one of the 25 fastest-growing vacation destinations in 2017. Snowmass offers guests incredible views of mountain vistas, in addition to 2.8 million adjacent acres, open for activities and exploration. Snowmass offers a wide variety of outdoor activities, 25+ restaurants, 95 percent on-slope lodging, world-class 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.

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