

Breck Break and Spring Fever Offerings at Breckenridge Ski Resort

BRECKENRIDGE, Colo. — Feb. 10, 2017 — With the best snow, five huge mountain peaks to explore and lively events, Breck Break is the perfect time to visit Breckenridge. During Breck Break loyal guests are thanked with a Pass Holder Appreciation celebration through Feb. 10; the return of Women's Ski Week, bigger than ever with events activities on and off the mountain, Feb. 11-19; Mardi Gras mountain style on Feb. 28; and lodging discounts of **up to 30 percent off** through www.Breckenridge.com. Spring Fever follows close behind with competitions like the GoPro Mountain Challenge and the Mtn Dew Spring Open, apres parties and more through April 23. Throughout all of the festivities and events, guests can enjoy the more than 19 feet of snow that Breck has received so far this season.

Breck Break Lodging Deal now through March 11

Guests who book at least two nights of lodging now through Saturday, March 11 can **receive up to 30 percent off** their stay. To choose the perfect lodging property, call an expert reservations agent at (877) 705-5790. Some blackout dates apply and the offer is based on availability. www.Breckenridge.com/deals

Pass Holder Appreciation through Feb. 10, 2017

Twenty-five days of discounts and events for the loyal guests of Breckenridge wraps up Friday, Feb. 10. Exclusive perks from 15 percent off food to 30 percent off lodging are just the beginning of what pass holders can enjoy. Pass holders have the opportunity to up their skiing or riding ability with deep discounts on adult intermediate advanced workshops and private lessons. Pass Holder Appreciation wraps up with a Breck-sized celebration in town on Feb. 10 from 7 to 10 p.m. with skis, snowboards and a fat bike giveaways, food, drinks, dancing, music from the rockin' Blue Monkey 22 band made up of Breckenridge Ski Patrollers and more.

Women's Ski Week, Feb. 11-19, 2017

The third annual Women's Ski Week – a week dedicated to women and snow sports – returns to Breck, Feb. 11-19, 2017. Women's Ski Week at Breckenridge Ski Resort highlights the resort's offerings for women of all ages in a welcoming, supportive and fun environment aimed at improving skiing or snowboarding skills. The classes encourage moms, sisters, daughters and girlfriends to get the most out of the mountain and town and while connecting them with other like-minded women who also love snow sports. Men are of course always welcome at Breck and can join some of the fun, too. Find more information at www.womensskiweek.com.

Hope on the Slopes, Feb. 25, 2017

Hope on the Slopes provides avid skiers and snowboarders an opportunity to make their day of skiing or riding more meaningful by raising money and awareness for the American Cancer Society, the nation's number one nonprofit contributor of funds for cancer research. Individuals and teams of up to 15 participants compete for top fundraising, most vertical feet or continued participation on the hour awards. To register for or donate to this fun, family-friendly competition, visit www.hopeontheslopes.org.

Mardi Gras, Feb. 28, 2017

Celebrate Mardi Gras in the mountains. After a day on the slopes, head to Breckenridge Main Street for a family-friendly parade. Mardi Gras continues after the parade at Main Street Station with live music, gumbo and hurricanes. Visit www.GoBreck.com for more information.

USASA Halfpipe and Slopestyle Competition, March 4-5, 2017

Back for its sixth season at Breck, the USASA Halfpipe and Slopestyle Competition is open to skiers and snowboarders of all ages. The Freeway Terrain Park with its numerous features and 22-foot Superpipe will be

the setting for the event.

Five Peaks Mountaineering Race, March 11, 2017

80 teams of two attempt to skin, climb, ski and traverse Peaks 10, 9, 8 (two sides) and 7 in North America's longest ski mountaineering race. With 10,000 feet of vertical and five separate accents in the Ten Mile Range and Breckenridge Ski Resort, it's the must-do race of the year.

Spring Fever March 18 through April 23, 2017

The conditions are great, the sun feels stronger and the competition heats up. The mountain is full of contests from parks to peaks during Spring Fever, parties, live music and celebrations.

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.

Mtn Dew Spring Open, April 1, 2017

The second annual Mtn Dew 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 and the competition is sponsored by Mtn Dew.

Breck Chili Cook-off, April 2, 2017

Contestants 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.

Easter Egg Hunt, April 16, 2017

Join the Easter fun with the kids' Easter Egg Hunt on Peaks 9 and 8 Sunday, April 16 morning. 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.) More details on Breckenridge.com to come.

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. More information is located on www.breckenridge.com.

Closing Day, April 23, 2017

Celebrate the end to an amazing 2016-2017 ski and snowboard season. Join the fun at the base of Peak 8 with live music, food, drinks and great people!

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 a 25 percent discount. 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.

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 and snowboard school, all situated above an authentic, hip Colorado mountain town, 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 their locals, with more than 200 restaurants, bars, and shops, and numerous year-round activities and events, Breck embodies more than just a destination, inspiring a way of life. Breckenridge.com

Stay Connected

Visit Breckenridge.com for terrain updates, snow reports, lodging deals, event details and the lowest priced lift tickets guaranteed. Stay connected all year long at [www.Facebook.com/Breckenridge](https://www.facebook.com/Breckenridge) and follow @Breckenridgemtn on Instagram and Twitter.

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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