New Park City Patagonia Store Celebrates Grand Opening by Supporting Mountain Trails Foundation

•Five percent of all sales during fundraising period being donated to local foundation
•$7,000 going to Mountain Trails Foundation
•Fundraising effort part of Vail Resorts' EpicPromise campaign

PARK CITY, Utah – Feb. 15, 2017– Since Christmas Eve, the new Patagonia store on the corner of Main Street and Heber Avenue, in the space formerly occupied by the Silver Queen Hotel, has been open for business and selling its signature collection of outdoor clothing-- for skiing, snowboarding, climbing, fly fishing, paddling, and trail running. On Feb. 4, the 3,000 sq. ft. shop finally made its official debut with a crowded grand opening celebration and fundraiser in support of Park City's Mountain Trails Foundation.

Hundreds of Park City locals and visitors enjoyed live music, food, drink and shopping at the grand opening party in support the local non-profit. Five percent of every item purchased that evening along with every purchase made at the store during the campaign is being donated to Mountain Trails Foundation, a member-driven organization dedicated to building, maintaining, and protecting trails for non-motorized recreation in the Park City area. In total, a donation of $6,000 from the Vail Resorts EpicPromise program along with an additional $1,000 from Patagonia will provide $7,000 to help Mountain Trails maintain and develop Park City's trail system.

"We are deeply committed to supporting the local community and helping enhance year-round outdoor recreation in Park City and Summit County," explained Gary Lisbon, regional manager for Vail Resorts Retail and owner/operator of the Park City Patagonia store. "We know that the trail system is an integral part of life for many people in Park City and it takes continued resources to help develop and maintain it. We want to play a supportive role in the growth and success of Park City's trail network," he added.

The fundraising effort at the new Patagonia store is part of Vail Resorts' EpicPromise, a company-wide program that encompasses community giving and volunteering, environmental initiatives, and the EpicPromise Foundation which was created for Vail employees. Annually, Vail Resorts gives more than $8.6 million to over 250 nonprofit partners focusing on youth programs and environmental initiatives.

"Vail Resorts Retail, Patagonia and the Mountain Trails Foundation all have a shared vision about the value of connecting people to the outdoors and being leaders in environmental advocacy," continued Lisbon. "Selecting Mountain Trails as the recipient of this donation was a natural fit and alliance for all of us."

"Not enough can be said about local business partnering with their favorite local non profit. These relationships foster a sense of community and ensure the ongoing success of the non profit as well as the entire community," explains Charlie Sturgis, executive director of Mountain Trails Foundation. "A warm thanks to all the folks at Patagonia and Vail's EpicPromise for making this such a fun local event and supporting our trails."

Sturgis went on to assure that funds raised during the Patagonia Open House may be directed to any number of Mountain Trails projects including fuel for an entire summer of trail work, building a half mile of trail or helping to produce this years summer trail map. "All these projects and more are always looking for additional dollars," he concluded.

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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 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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