

## The Epic SchoolKids Colorado Pack Returns for the 2017-2018 Winter Season, Providing Free Skiing For Kids at Colorado's Best Mountain Resorts

- Epic SchoolKids returns for the 2017-2018 winter season, offering 16 total free days of skiing and snowboarding in Colorado
- Epic SchoolKids does not require any purchases; registration is only available for a limited time
- Families can enjoy the slopes together with the purchase of a Keystone A-Basin pass or Epic Local Pass for adults

**BROOMFIELD, Colo. — March 7, 2017** — The Epic SchoolKids Colorado Pack, which has provided more than 45,000 Colorado children with free skiing and snowboarding access in the past two winter seasons, is returning for the 2017-2018 winter season. Providing 16 days of free skiing or snowboarding, with four free days at each Vail, Beaver Creek, Breckenridge and Keystone, Epic SchoolKids gives kids across the Centennial State the opportunity to enjoy the snow sports that define being a Coloradan. Registration begins on March 7 and is available for a limited time at Colorado Ski & Golf, Colorado Ski & Sport and Boulder Ski Deals locations throughout the Front Range. The Epic SchoolKids Colorado Pack does not require any purchases and also includes one free first-timer ski or snowboard lesson with free equipment rental.

"We are dedicated to making skiing and snowboarding accessible to Colorado kids," said Kirsten Lynch, chief marketing officer of Vail Resorts. "While Colorado provides kids with a variety of ways to enjoy outdoor recreation, we want to provide kids the opportunity to learn and enjoy the sports that are synonymous with our state. We encourage all Colorado families to take advantage of the free Epic SchoolKids program."

Epic SchoolKids is available to all Colorado kindergarteners through fifth graders, with free first-timer lessons offered in December or January, allowing those new to the sport the opportunity to continue to take advantage of their pass for the remainder of the season. Introduced two winter seasons ago, Epic SchoolKids is an important way for Vail Resorts to give back to the local community, while ensuring future generations have access to the sports of skiing and snowboarding in Colorado.

Families can join their little ones on the slopes too, with season passes starting at \$329. Vail Resorts today announced that 2017-2018 season passes are on sale, with options such as the Keystone A-Basin Pass and Epic Local Pass making it easy for the entire family to ski and snowboard together. If purchased before April 9, pass holders lock in the lowest price, combined with the best benefits, such as six buddy tickets for friends and family to ski at a discounted rate with the purchase of qualifying products. When families combine Epic SchoolKids with a pass for themselves, they're giving their families access to the most iconic mountain resorts in Colorado at the best value.

For additional information about Epic SchoolKids and registration locations, visit [www.epicschoolkids.com/colorado](http://www.epicschoolkids.com/colorado). For the most valuable season pass line-up in Colorado, visit [EpicPass.com](http://EpicPass.com).

### **2017-2018 Season Pass Options for Colorado Skiers and Snowboarders**

- **Epic SchoolKids Colorado Pack**: This free program provides Colorado elementary school children (kindergarten through fifth grade) 16 free days of skiing and riding, four days each at Vail, Beaver Creek, Breckenridge and Keystone, and one free first-timer ski or snowboard lesson with free equipment rental.
- **Keystone A-Basin Pass**™: The best deal on unlimited skiing in Colorado, the Keystone A-Basin Pass offers unlimited access to Keystone and Arapahoe Basin with limited holiday restrictions. The pass is \$329 for adults and \$239 for children (ages five to 12).
- **Epic Local Pass**™: For \$639, get unlimited, unrestricted skiing or riding at Breckenridge, Keystone and

Arapahoe Basin with limited restrictions at Park City Mountain, Heavenly, Northstar and Kirkwood. The Epic Local Pass also includes a total of 10 days at Whistler Blackcomb, Vail and Beaver Creek with holiday restrictions. Additionally, Vail Resorts looks forward to integrating Stowe Mountain Resort into its season pass products for the 2017-2018 winter season, subject to the acquisition closing. The Epic Local Pass pays for itself in just over three days. A child pass (ages five to 12) is \$339.

- **Epic Pass™**: Ski unlimited and unrestricted from opening day to closing day for only \$859. The Epic Pass pays for itself in just over four days of skiing or snowboarding. Enjoy full access to Vail, Beaver Creek, Breckenridge, Keystone and Arapahoe Basin in Colorado; Park City in Utah; Heavenly, Northstar and Kirkwood at Lake Tahoe; Afton Alps in Minnesota; Mt. Brighton in Michigan; Wilmot Mountain in Wisconsin; Whistler Blackcomb in Canada; and Perisher in Australia for the 2017-2018 season. The Epic Pass grants limited access to Arlberg in Austria; Les 3 Vallées, Paradiski and Tignes-Val D'Isère in France; Skirama Dolomiti in Italy and 4 Vallées in Switzerland. Additionally, Vail Resorts looks forward to integrating Stowe Mountain Resort into its season pass products for the 2017-2018 winter season, subject to the acquisition closing. No restricted dates. A child pass (ages five to 12) is \$449.

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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](http://www.vailresorts.com) and consumer website is [www.snow.com](http://www.snow.com).

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Additional assets available online: [Photos \(1\)](#)

<https://news.vailresorts.com/2017-03-07-The-Epic-SchoolKids-Colorado-Pack>Returns-for-the-2017-2018-Winter-Season,-Providing-Free-Skiing-For-Kids-at-Colorados-Best-Mountain-Resorts>