

2017 Spring Back to Vail Entertainment Lineup Announced

For Immediate Release

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****Press photos of Spring Back to Vail and the World Pond Skimming Championships are available for download here: <https://vailresorts.box.com/s/iew9poqlkvdcaq9qeibl>***

VAIL, Colo. – Mar. 14, 2017 –Springtime at Vail Mountain is upon us. With the bluebird days, warm temperatures, and soft snow brings one of Vail’s many premiere events, Spring Back to Vail. The event takes place April 14-16 and features a free live concert, the famous World Pond Skimming Championships, après after-dark parties, base area giveaways, and much more.

“Spring in Vail is one of the best times of the season. The snow is soft, the sun is out, and there are so many exciting events happening,” said Phil Metz, director of marketing for Vail and Beaver Creek. “Vail is excited to celebrate the close of another incredible winter season.”

On Saturday, April 15, 123GO! Project will kick off the Spring Back to Vail celebration at Ford Park with a free concert presented by Bud Light. The venue will open at 5:30 p.m. with music starting at 6:00 p.m.

123GO! Project, a rock n’ roll super group featuring Lead guitar Mike McCready (Pearl Jam), Lead vocals Brett Scallions (Fuel), and Bass Stefan Lessard (Dave Matthews Band).

Toronto-bred, Los Angeles-based quartet MAGIC! is Nasri Atweh (lead vocals), Mark Pelli (guitar), Ben Spivak (bass), and Alex Tanas (drums). In 2014, MAGIC! scored the song of the summer with their debut single “Rude” — a buoyant reggae-pop tune that held the No. 1 spot on the Billboard Hot 100 for six weeks. This week MAGIC! has released 2017’s song of the summer, Girl At Coachella with Matoma ft. D.R.A.M.

Saturday’s Spring Back to Vail concert is free and will take place at Ford Park.

Visit www.SpringBackToVail.com for more details.

The schedule of activities for Spring Back to Vail 2017 will once again include the sponsor expo village at the base of Gondola One in Mountain Plaza, April 14-15, and at the base of Golden Peak, April 16.

The Spring tradition of donning costumes and skimming across icy water holds strong as participants will ski themselves off a snow jump in the hopes of coming out on the other side in the 15th Annual World Pond Skimming Championships on Sunday, April 16. The top male and female in the contest will each be awarded the grand prize of a 2017-2018 Vail Resorts Epic Pass and a pair of Liberty skis. The spectacle defies the laws of physics and common sense as a panel of highly-skilled judges scores each competitor on distance, style, creativity and water resistance. The contest gets underway at 3:00 p.m. and the Golden Peak venue opens at 12:00 p.m. for sponsor expos and giveaways. Check out the variety of lodging deals and register for the event at www.SpringBackToVail.com.

Back by popular demand, the second annual Bud Light Bags Tournament will kick off at Mid-Vail on Saturday alongside of the Tikis and Tunes Luau. The fun begins at high noon and includes a pig roast, drink specials, live music, bags, giveaways, and more. Registration will be available at, www.SpringBackToVail.com.

Spring Back to Vail also welcomes back the ‘Triple R Rewards,’ where guests and locals alike can enjoy special

deals from participating restaurant, retail and relaxation entities throughout the week.

Spring Back to Vail is presented by Vail Mountain, Bud Light, Pepsi, Verizon, Helly Hansen, Vibram and Town of Vail, and brought to you in part by Nature Valley, Audi, Liberty Skis, Vail Resorts Retail, Colorado Mountain Express, Antlers at Vail and Vail Racquet Club Mountain Resort.

Vail's closing day for the 2016-17 season is Sunday, April 23.

About Vail Mountain

Under blue skies more than 300 days each year, Vail is an extraordinary mountain resort destination. The vacation experience is exceptional, from the awe-inspiring terrain and natural beauty of the surrounding Gore and Sawatch Ranges to world-class events, activities and festivals, shops and spas, and the abundant culinary experiences and luxurious accommodations that line the pedestrian-friendly streets of Vail Village and Lionshead. Vail is where outdoor pursuits meet village sophistication. Offering more than 5,200 acres of developed ski and snowboard terrain including seven legendary Back Bowls in winter, and flourishing with new summer activities in preparation for the debut of Epic Discovery in 2016, the options for year-round adventure are endless. Coupled with the vision inherent in the spirit of Vail's founders, and a modern day commitment to excellence in all aspects of guest service and operations, Vail is a mountain resort like nothing on earth.

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Media Note

More info and photos of Vail Mountain are also available at <https://news.vail.vailresorts.com>. Please credit the photographer listed and Vail Resorts. B-roll and photos are available at: <https://vailresorts.box.com/s/tkdfqlugmd0l7z7fvzsp4qk0i004e3q1>

Media Contact

Sally Gunter, (970) 754-3001, sgunter@vailresorts.com
Maggie Meisinger, (970) 754-4528, mmeisinger@vailresorts.com

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.

<https://news.vailresorts.com/2017-03-14-2017-Spring-Back-to-Vail-Entertainment-Lineup-Announced?submitted=1>