

Heavenly to Host Spring Loaded from March 26 - April 9

- **Two weeks of events, live entertainment and music to begin Sunday, March 26**
- **Themed costume days, Gunbarrel 25, Pond Skimming, Outdoor Concerts, Snow Sculpture Displays, DJ Cat Pop**
- **Up Parties, Unbuckle Après, Food Contests all to take place throughout the event**

FOR IMMEDIATE RELEASE

Media Contact:

Kevin 'Coop' Cooper, Heavenly and Kirkwood Mountain Resorts, (775) 586-4451, kcooper1@vailresorts.com
Rachelle Atherton, Heavenly and Kirkwood Mountain Resorts, (775) 586-4461, ratherton1@vailresorts.com
Anna Jacobson, Heavenly and Kirkwood Mountain Resorts, (775) 586-4461, ajacobson@vailresorts.com

Heavenly to Host Spring Loaded from March 26 - April 9

- Two weeks of events, live entertainment and music to begin Sunday, March 26
- Themed costume days, Gunbarrel 25, Pond Skimming, Outdoor Concerts, Snow Sculpture Displays, DJ Cat Pop Up Parties, Unbuckle Après, Food Contests all to take place throughout the event

SOUTH LAKE TAHOE, Calif./Nev. - March 26, 2017 - Heavenly's annual Spring Loaded event brings together the best of spring and winter with live music, loud outfits and various fun-filled festivities in two weeks of sun and fun. Events include Unbuckle Après Parties, live music, Heavenly DJ Cat pop up parties, Pond Skimming and more! Heavenly is having an incredible season and there is no better way to welcome spring than with on-mountain parties, outdoor concerts and beautiful spring skiing and riding conditions. For exact event times, daily costume themes and more information, visit skiheavenly.com.

DJ Cat Afternoon Concerts - every day, 1:00 - 3:00 p.m.

As the doors swing open and the music starts pumping, the party presented by Mountain Dew kicks off at Heavenly with our one-of-a-kind DJ cat. Live DJs will be spinning beats and bringing the high energy all afternoon, a perfect segue to Unbuckle.

Unbuckle Après Party - each weekend, 3:30 - 5:30 p.m.

Join the world-famous Heavenly Angels for Tahoe's ultimate indoor and outdoor après party at Tamarack Lodge for Unbuckle. The high-altitude, major-attitude party features Mountain Dew drink specials, half-price drinks, food specials, swag giveaways, a live DJ and lots of dancing.

Hot Dog Eating Contest - March 31, 2:00 - 3:00 p.m.

Guests have the opportunity to complete the ultimate hot dog eating contest at Stein's on the mountain; entrance is free and prizes are available for champions.

Bartender Challenge - March 31, 3:00 - 4:00 p.m.

The mountain's talented drink extraordinaires will create signature cocktails, allowing guests to sample their complimentary concoctions at the bartender challenge in Stagecoach Lodge.

Gunbarrel 25 - April 1, 10:00 a.m. - 5:00 p.m.

Bring your endurance on the famous moguls of The Face and East Bowl in the Gunbarrel 25. Show off those legs of steel at the one-of-a-kind marathon of moguls for a day of challenging, adrenaline-rushing fun.

Snow Sculpture Display - April 1-2

Beautiful snow sculptures will be on display at Tamarack, Patsy's and Dipper chairs for the viewing pleasure of

our guests. Visitors can vote for their favorite on our website on Monday, April 3.

Corn Hole Contest – April 1-2, 12:00 - 2:00 p.m.

Come show off your skills at everyone's favorite yard, beach...or slope-side game! The event will take place at Stein's both days and winners are eligible for a prize. Participants can register for this event that day – the first ten teams to sign up are guaranteed a spot!

Wing Eating Contest – April 3, 2:00 - 3:00 p.m.

Do you have what it takes? Challenge fellow participants at East Peak lodge for a real "all you can eat" wing challenge to win a prize. The first twenty-five people to register the day of the event are guaranteed a spot in the contest.

Tamarack Live – April 3-6

Tamarack Live features a live band outside amongst Heavenly's beautiful views! This event brings live music to Tahoe's hottest après scene at Tamarack Lodge, featuring the region's top bands. Kick back with friends, drinks and food specials.

Heavenly Ski Patrol Fundraiser – April 8

Support our hardworking men and women at the 18th annual charity fundraiser Boardwalk beach Party at the Hard Rock Casino for carnival games, raffles and live music!

Pond Skimming – April 8-9, 12:00 - 1:00 p.m.

Spring Loaded culminates with everyone's favorite event as costumed skiers and riders attempt to skim across a pond judged on success, style and crowd reactions.

Book a Heavenly Spring Vacation!

Heavenly Mountain Resort is the ultimate ski destination, with two weeks of lively events, 4,800 acres of prime skiing and riding, and endless dining and nightlife options. Visit www.skiheavenly.com for details on vacation packages.

- Rental Gear Deals: Test out this year's top snowboards at Heavenly official Snowboard shop, The Boardinghouse, located in the Heavenly Village above The North Face and next door to 2 new restaurants, The Baked Bear and Creative Crepes. Reserve online and in advance at www.rentskis.com/springloaded and save 20% off the normal walk in rates. That's only \$36 for a brand new demo snowboard package, best deal around the lake! Enjoy Spring Loaded on a new board, and if you decide you want to purchase, we'll apply up to 2 days towards your new board purchase.

Experience it all with the 2017-2018 Epic Pass

The Epic Pass returns for the 2017-2018 season, providing skiers and snowboarders with not only the best value in the industry, but also true worldwide access, including coast-to-coast skiing in North America. With just one pass, guests have unlimited, unrestricted access to explore more than 43,000 acres of terrain across 14 world-class resorts in the U.S. and abroad – including Vail, Beaver Creek, Breckenridge, Keystone and Arapahoe Basin in Colorado; Park City in Utah; Heavenly, Northstar and Kirkwood at Lake Tahoe; Whistler Blackcomb in Canada; Perisher in Australia; Afton Alps in Minnesota, Mt. Brighton in Michigan and Wilmut Mountain in Wisconsin. Epic Pass holders will again enjoy limited access to 30 European ski resorts. 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 Pass is now on sale for just \$859 and guests can lock in the lowest price combined with the most benefits when buying before April 9, 2017. Visit EpicPass.com to purchase the Epic Pass or to learn about all Epic Pass options, such as Epic Local and Epic 4-Day passes.

About Heavenly

High above the sapphire-blue waters of Lake Tahoe, Heavenly Mountain Resort is one of the most unique

mountain resorts on the planet. Combining 4,800 acres of off-the-grid terrain and incredible views of Lake Tahoe with high-octane, non-stop nightlife, Heavenly offers a high-energy resort experience like no other. Visitors to Heavenly come prepared to go “all-in” because Heavenly is for those who are up for first chair and are still going strong after last call. Heavenly is a subsidiary of Vail Resorts, Inc., the leading mountain resort operator in the United States. Visit www.skiheavenly.com or call 800-HEAVENLY to learn more.

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.

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/2017-03-26-Heavenly-to-Host-Spring-Loaded-from-March-26-April-9?submitted=1>