

# Labor Day is the Last Chance to Minnesotans to Purchase 2017-18 Season Passes at the Guaranteed Lowest Price, Now Including Access to Whistler Blackcomb

## FOR IMMEDIATE NEWS RELEASE

**Media Contacts:** Jennifer Weismann, [jennifer@owl-marketing.com](mailto:jennifer@owl-marketing.com)  
Pam Hoye, [pahoye@vailresorts.com](mailto:pahoye@vailresorts.com)  
Lesli Carlson, (303) 404-6472, [lcarlson@vailresorts.com](mailto:lcarlson@vailresorts.com)

### **Labor Day is the Last Chance for Minnesotans to Purchase 2017-2018 Season Passes at the Guaranteed Lowest Price, Now Including Access to Whistler Blackcomb**

- *The Epic Local Pass offers skiers and snowboarders unlimited use at Afton Alps, access to the best of North America, for just \$639*
- *This year's Epic Local Pass now includes access to Whistler Blackcomb, the largest ski resort in North America*
- *Afton Alps season passes offer the best value for families, with options for those planning to stay close to home and for those looking to go West, as every child's pass is automatically an Epic Local Pass*
- *Guests can lock in the guaranteed lowest price by purchasing before Monday, Sept. 4*

**HASTINGS, Minn. - Aug. 1, 2017** - Afton Alps, the Twin Cities' premier ski and snowboard area, announced today that Labor Day is the last chance to lock in the lowest available price on passes for the 2017-2018 season, including the option for unlimited access locally and out West. The Epic Pass provides unlimited access to Afton Alps as well as 14 additional world-class ski resorts including Vail, Beaver Creek, Breckenridge and Keystone in Colorado and Park City in Utah; and **new for the 2017-2018 season, Minnesota skiers and snowboarders can also unlock access to Whistler Blackcomb, the largest ski resort in North America.**

The [Epic Local Pass](#) is ideal for those looking to ski or snowboard locally as well as hit the slopes out West. For \$639, pass holders are granted unlimited, unrestricted skiing and snowboarding locally at Afton Alps, as well as at Vail Resorts' iconic western destinations including Breckenridge, Keystone, and Arapahoe Basin with limited restrictions in Park City, Heavenly, Northstar and Kirkwood. It also includes a total of 10 days at Vail, Beaver Creek, Whistler Blackcomb and Stowe with holiday restrictions. In addition, every child's pass to Afton Alps is an Epic Local Pass (\$339 for ages five to 12) which means kids automatically have access out West. The Epic Pass lineup - including the full Epic Pass - provides Minnesota skiers and snowboarders the best value in skiing - whether that means staying close to home or exploring one of the 45 best ski destinations across the United States, Canada and Europe.. Guests can purchase season passes and start planning winter vacations at [EpicPass.com](#).

### **2017-2018 Season Pass Options for Afton Alps Skiers and Snowboarders:**

- **[Epic Local Pass](#)™:** For \$639, receive unlimited and unrestricted skiing or riding at Breckenridge, Keystone and Arapahoe Basin with limited restrictions at Park City, Heavenly, Northstar and Kirkwood, plus a total of 10 days at Vail, Beaver Creek, Whistler Blackcomb, and Stowe with holiday restrictions. 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; Stowe Mountain Resort in Vermont; Afton Alps in Minnesota; Mt. Brighton in Michigan; Wilmot Mountain in Wisconsin; Whistler Blackcomb in Canada; and Perisher in Australia for the 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. A child pass (ages five to 12) is \$449.
- **[Afton Alps Pass \(including Afton Alps Family Pass\):](#)** For those who plan to ski or snowboard solely at Afton Alps, there is the Afton Alps Pass. At \$439 for adults, pass holders receive unlimited access to Afton Alps with no restrictions. A discounted rate is offered for families of three people at \$919; additional family members can be added for \$159 each. A kids' Afton Alps season pass is priced at \$339 and is automatically upgraded to an Epic Local Child Pass with access to nine world-class mountains in Colorado, Utah, Lake Tahoe and Canada.

The deadline for locking in the lowest price on this year's season pass is **Monday, Sept. 4**. For further details and additional pass options, such as Epic 7-Day and Epic 4-Day passes, visit [EpicPass.com](https://www.epicpass.com).

### **About Afton Alps**

For over 50 years, Afton Alps has delighted the Twin Cities' families as one of the Midwest's premier winter destinations. Nestled in the scenic St. Croix River Valley just outside Minneapolis and St. Paul, this sprawling resort poured \$10 million into re-imagining the guest experience with renovated base area facilities, a powerful state-of-the-art snowmaking system and a new cutting edge terrain park.

With nearly 300 skiable acres, 50 trails, 18 lifts and four terrain parks, there is enough terrain to challenge experts to beginners, day or night.

Accessible, affordable and fun, this big-time resort with a small-town feel has converted first-timers into lifelong skiers and riders, and now with the opportunity to take that passion to Vail Resorts' iconic western mountains, Afton Alps is truly the place *Where Epic Begins*. For more information, visit [aftonalps.com](https://www.aftonalps.com).

###

### **About Vail Resorts, Inc. (NYSE: MTN)**

Vail Resorts, Inc., through its subsidiaries, is the leading global mountain resort operator. Vail Resorts' subsidiaries operate 11 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; Stowe in Vermont; 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](https://www.vailresorts.com) and consumer website is [www.snow.com](https://www.snow.com).

---

<https://news.vailresorts.com/2017-08-01-Labor-Day-is-the-Last-Chance-to-Minnesotans-to-Purchase-2017-18-Season-Passes-at-the-Guaranteed-Lowest-Price,-Now-Including-Access-to-Whistler-Blackcomb>