Get Back to Snow at Keystone Resort, a Coloradan's Mountain Playground

Keystone, Colo. — Oct. 19, 2017 — Coloradans know the signature signs that the skiing and snowboarding season is near. The kids have headed back to school, the days have become shorter and the bright colors of the aspen leaves have peaked. Now is the time for families to be thinking back to snow, with the natural stuff already dotting the landscape at Keystone Resort. The resort will open for the winter season on Friday, Nov. 10.

For Colorado natives, long-time locals, or those new to the state, Keystone Resort is the Centennial State's mountain playground where play is the root of all good, and play is for everyone. Keystone is where kids of all ages can discover the magic of playing in the mountains and grownups can discover that deep down, they're still kids too.

To get back to snow and let those kid flags fly, here are the best ways for Colorado residents to enjoy Keystone Resort:

Use an outdoor voice
And shout from the mountaintops while they're at it. Keystone Resort is home to more than 3,000 acres of skiable terrain including three distinct peaks, five above-tree-line bowls, night skiing and an in-bounds cat skiing program. Skiing and snowboarding are some of the few sports that the entire family can enjoy together, no need to simply cheer from the sidelines. Locals can plan a back to snow getaway today at KeystoneResort.com, with lodging available up to 40 percent off early season lodging.

Play favorites
The largest ski resort in Summit County features free parking, dedicated Keystone Ski & Ride School programs for locals such as Keystone Explorers and Kroozers, pass holder benefits such as an additional 20 percent off the best available lodging rates and food and beverage discounts, the longest ski day in all of Colorado during night skiing, and free daily Kidtopia activities every day of the season. With all that and more to offer, it's no wonder Keystone is recognized as a favorite family resort.

For the 2017-18 winter season, Keystone will feature a new Montezuma Express Lift, a high-speed six-passenger chair that serves as a primary lift on Dercum Mountain and provides access to popular beginner and intermediate ski terrain. Labonte's Smokehouse BBQ will feature a new 190-seat indoor facility for the on-mountain dining venue located at the base of Keystone's North Peak, and is a popular family restaurant serving house-smoked meats and barbeque during the ski day.

It's all fun and games. Period.
Kids of all ages are invited. Keystone's Kidtopia features free activities and events on and off the snow each day of the week for the entire season. The family-friendly lineup includes activities such as a village parade and fireworks, family game nights, hands-on-learning activities, ice cream parties, and meeting Keystone Ski Patrol's rescue dogs. And new for the 2017-2018 season, the Kidtopia Signature Event Series will feature multi-day events with additional activities and family fun.

The Kidtopia Spectacular, Dec. 15-24, marks the first signature event of the winter and kicks off the holiday season with a bounce house party, a mountaintop celebration and lighting of the world's largest snow fort. The first-ever Kidtopia Culinary Festival debuts Feb. 9-17, with a savory lineup tailored to the youngest of foodies with cooking demonstrations, chocolate fountains, bakery tours and dessert specials. The Kidtopia Music Experience, March 2-10, is the last of the signature event series and kicks-off the spring skiing and snowboarding season with music-themed fun including rock 'n' roll themed parties and the Snow Pants Dance Party, featuring live outdoor music performances from popular kid-friendly acts.

Learn your lesson the easy way
Go ahead, get back to school. While it's more like all day recess playing on the mountain, Keystone's Ski & Ride School has offerings for kids, adults, beginners, experts and even entire families. Whether just learning to ski or snowboard, practicing new skills, or looking to go on a guided mountain adventure, the professional instructors at Keystone will help guests fully enjoy their skiing or snowboarding experience.

Kids Ski Free, no takebacks
Every day, all season long, kids 12 and younger ski for free at Keystone with no blackout dates. Simply book direct with the resort for two or more nights in one of Keystone's numerous lodging accommodation options, which span from affordable hotel rooms to family-sized condominiums. More than 100,000 free kids' lift tickets have been provided since the inception of the program in 2012.

Color outside the lift lines
Keystone is a true winter wonderland. In addition to skiing and snowboarding, guests can enjoy a variety of additional adventures as an entire family. With Keystone's enclosed River Run Gondola, mountaintop adventures like family snowcat tours, snow tubing and fondue dinners are accessible to the whole family regardless of skiing ability.

Play for keeps
Or, play for fun. However guests choose to play at Keystone, they can be sure it'll elicit laughter, bonding and life-long memories. For more information, visit keystoneresort.com.

Follow Keystone for daily updates, real-time information and exclusive promotions, contests and giveaways at facebook.com/Keystone, @Keystonemtn on Twitter and @keystone_resort on Instagram. Official video footage from the mountain may be viewed at YouTube.com/KeystoneColorado. Guests are encouraged to stay connected by following #KeystoneMoments across platforms and sharing their favorite Keystone memories. For more information about Keystone, visit keystoneresort.com or call (877) 204-7889.

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 and consumer website is www.snow.com.

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