

## The Breck Effect: Catch it this Winter Season Beginning Opening Day, Friday Nov. 9

**BRECKENRIDGE, Colo. — Oct. 8, 2018** - You can feel it in the air. Temperatures are dropping, the first flakes have dusted our mountain peaks and the anticipation for ski season grows. Next month lifts will begin to turn and a contagious energy will consume [Breckenridge Ski Resort](#) as the winter season gets underway on Friday Nov. 9.

This contagious energy is what we like to call “[The Breck Effect](#)”. It’s a feeling that takes on many forms and is experienced uniquely by those who visit. It’s found in every epic snow excursion; it echoes from the mountaintops as skiers and riders joyfully hoot and holler through the snow; it’s seen in every look of awe as the resort’s iconic five peaks come into view; and it’s carried in the connections made on the mountain and in town with a community of locals who call Breck home.

Don’t just take our word for it though. Experience it for yourself!

**Here are 5 ways to catch The Breck Effect this winter:**

**1) Ski, stay, après. Après more. Repeat.**

Only at Breckenridge can guests ride up the highest chairlift in North America and then ski straight down into town for après. With an abundance of slopeside lodging accommodations, ski-to-town trails and the BreckConnect Gondola, the connection between mountain and town is seamless. It’s like the entire town of Breck is practically ski-in, ski-out!

**2) Conquer all five peaks in one day, just for the high-fives.**

Towering above the town, Breck’s above-tree-line terrain spans across five peaks, 11 bowls and offers some of the best High Alpine skiing and riding in the country. Feel your heart racing and adrenaline pumping as the views and the altitude literally take your breath away. Share a high-five as you conquer a new challenge and achieve more than you thought was possible.

**3) Find yourself worshipping a Norse Snow God.**

Revel with the locals during Ullr Fest, Jan. 9-13, 2019. For more than 50 years, Breckenridge has paid tribute to Ullr (rhymes with cooler), a Norse god known for his love of cold weather, snow and skiing. Every January more than 12,000 horned Viking hat adorned skiers and snowboarders flood Main Street to celebrate with the (unofficial) world’s longest shot ski, Ullr Parade and bonfire. Bonus: January is traditionally when Ullr blesses Breck with great snow!

**4) Go beyond the known and discover the unexpected.**

For adventure seekers, there’s no better way to experience the resort, with a focus that goes beyond skills and teaches the mountain itself, than going out with our [Breck Guides](#). Broken down into three unique programs, you may find yourself kicking off the day with behind-the-scenes access to ski patrol’s morning meeting, learning about Breck’s unique weather patterns and where to find the best snow based on recent conditions. Many of our Guides bring over a decade of Breck experience, eager to show off our hidden powder stashes, easy-to-miss glade runs and the best of our challenging High Alpine terrain.

**5) Ditch the alarm clock and let the excitement of “First Tracks” wake you.**

There’s no need to set an alarm clock when there are “First Tracks” waiting outside your doorstep. First Tracks gives our resort lodging guests exclusive access to the mountain one hour before it opens to the general public,

every Friday starting mid-December through the end of March. Plus [book lodging, ski school and rentals by Nov. 1](#) and get the best rates of the season!

###

### **About Breckenridge Ski Resort**

Breckenridge Ski Resort boasts five huge peaks, 2,908 acres, four terrain parks, a 22 foot Superpipe, 11 bowls, North America's highest chairlift and some of the country's best High Alpine terrain. Situated above a historic mining town, Breck is a vibrant mountain community with more than 200 restaurants, bars, and shops throughout its historic downtown.

### **For more story ideas and the latest news at**

**Breckenridge**, visit <https://news.breckenridge.vailresorts.com>. Images and b-roll for editorial use can be found at <https://vailresorts.box.com/v/Breckenridge>. Please credit the photographer listed and Breckenridge Ski Resort in a visible location near the image.

**Stay Connected with Breckenridge Ski Resort:** Visit [Breckenridge.com](http://Breckenridge.com) for updates, lodging deals, event details and the lowest priced tickets guaranteed. Stay connected all year long at [www.Facebook.com/Breckenridge](https://www.Facebook.com/Breckenridge) and follow @Breckenridgemtn on Instagram and Twitter.

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

Vail Resorts, Inc., through its subsidiaries, is the leading global mountain resort operator. Vail Resorts' subsidiaries operate 15 world-class mountain resorts and three urban ski areas, including Vail, Beaver Creek, Breckenridge, Keystone and Crested Butte 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 and Okemo in Vermont; Mt. Sunapee in New Hampshire; Stevens Pass in Washington; 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).

### **Contact(s)**

Sara Lococo

Senior Communications Manager

Email: [slococo@vailresorts.com](mailto:slococo@vailresorts.com)

Phone: (970) 496-3210

Loryn Roberson

Communications Manager

Email: [Lroberson@vailresorts.com](mailto:Lroberson@vailresorts.com)

Phone: 970.496.4191

---

<https://news.vailresorts.com/2018-10-08-The-Breck-Effect-Catch-it-this-Winter-Season-Beginning-Opening-Day,-Friday-Nov-9>