Vail Kicks Off Inaugural Legacy Days February 15-18, 2019

Vail Honors the History of its Founders with Four-Day Legacy Days Event

VAIL, Colo. - January 31, 2019 - This Presidents' Day weekend, join Vail Mountain in commemorating the legacy of its founders and the 10th Mountain Division with Vail Legacy Days. The four-day celebration will honor Vail's unique history and pioneering spirit, as well as recognize today's service members and veterans.

Festivities will include this season's third <u>10th Mountain Legacy Parade</u>, an '89 World Ski Championships Throwback Party, the 74th Anniversary of the Battle of Riva Ridge, a recreation of the Vail founders' first hike and numerous other opportunities for guests to engage with Vail's culture of legacy and innovation.

"The 10th Mountain Legacy Parades, in partnership with the Town of Vail, have been a huge success thus far," said Doug Lovell, chief operating officer at Vail. "We are excited to have an entire weekend dedicated to the legacy of our founders and those who have served our country and impacted Vail."

In conjunction with the Legacy Days weekend, infantry members of the Colorado National Guard will be doing on-mountain training and outreach with the Vail community throughout the resort, in order to enhance Mountain Infantry skills and honor the military heritage of skiing in Colorado. There will also be informational military displays located at the base of Gondola One and at Mid-Vail on Saturday and Sunday.

Vail Legacy Days: Schedule of Events

Friday, February 15:

10th Mountain Legacy Parade

Skiers dressed in traditional 10th Mountain Division Ski Trooper uniforms perform a Torchlight Ski Down to the base of Gondola One, followed by a parade of military veterans, also in traditional uniform, marching from Gondola One down Bridge Street, across the Covered Bridge and finishing at the 10th Mountain statue.

Vail's newly-renovated <u>Colorado Snowsports Museum</u> will stay open until 8:00 p.m. after the parade for guests to visit and learn more about Colorado's ski history through the new 10th Mountain Division exhibit and a showing of the film "Climb to Glory."

Saturday, February 16:

'89 World FIS Ski Champs Throwback Party

It's time to party like its 1989. Celebrate Vail's legacy in style with an 80s throwback party in tribute to the FIS Alpine World Ski Championships, which took place in Vail in 1989. Come dressed how you would to watch the races in '89—neon onesies and home country flag apparel. Boogie to local 80s band Rewind at Mid-Vail Restaurant from 12-3pm.

Colorado Snowsports Museum: Through the Lens with Chris Anthony

The Colorado Snowsports Museum will host Hall of Fame member and Warren Miller filmmaker Chris Anthony for an encore presentation of Alpine Journeys-Through the Lens on Feb. 16 from 5:30-7:00 p.m. Anthony's extensive research and passion for the 10th Mountain Division has uncovered new and untold post-WWII stories, which he will share with the audience. Beer, wine and appetizers are included with a ticket. <u>Visit here</u> for more information and to purchase tickets.

Sunday, February 17:

Black Hawk Helicopter Landing

A Black Hawk helicopter, the Army's premiere frontline helicopter and workhorse from the post-Vietnam era through today, is scheduled to land at the top of Avanti Express Lift (#2) on Sunday, Feb. 17, weather permitting.

Monday, February 18:

The First Hike

In March of 1957, Earl Eaton and Pete Seibert first climbed Vail Mountain to the point now known as Ptarmigan Ridge. As they looked down at the boundless views of the future Back Bowls and Blue Sky Basin, they agreed that this would be the place for their premiere ski resort. Sixty-two years later, celebrate this fateful first exploration with a hike up Ptarmigan Ridge from Wildwood Express Lift (#3), where guides dressed in traditional 10th Mountain apparel will greet guests and signage along the hike will feature the history of Vail's founders and a map of the full First Hike route. Upon reaching the top, hike participants can enjoy light refreshments and then ski down Sun Down Bowl together.

74th Anniversary of the Battle of Riva Ridge

On February 18, 1945, the 10th Mountain Division had one of their most memorable WWII victories: they overtook the steep, snowy mountain of Riva Ridge in a stealthy nighttime operation. 74 years later, Vail will commemorate the anniversary of the Battle of Riva Ridge to honor the soldiers who fought bravely and many of whom later returned to form the foundations of the American ski industry. On Monday, Feb. 18, skiers are invited to meet at the top of Mountain Top Express Lift (#4) for a ski down Riva Ridge to close out the Legacy Days weekend.

Additional Weekend Activities

Helly Hansen LifaLoft Takeover of Sarge's Shelter

On Saturday and Sunday Feb. 16-17, Sarge's Shelter at Mid-Vail will be transformed with an interactive Helly Hansen takeover to feature the outdoor apparel brand's new and innovative <u>LifaLoft technology</u>. Stop in warm up, try on the new Helly Hansen gear and experience the LifaLoft innovation for yourself.

Historic Mountain Tours

Ever wonder about the story behind a trail name at Vail? Like how Riva Ridge is named after a key battle that the 10th Mountain Division won during World War II, or how Vail founders Pete Seibert and Earl Eaton dropped into Sun Up Bowl for the first time and after commenting that it took forever to hike back up the mountain, decided to later name that trail Forever? To pay homage to Vail's legacy, historical signs have been placed across the mountain, allowing guests to embark on a self-guided historical tour of the mountain. These informational signs are located in key areas that showcase the history of Vail, and provide insights into the naming of certain trails. From Friday-Sunday during Legacy Days weekend, join a complimentary guided onmountain historical tour to ski through Vail's history. Space is limited. More information regarding this tour and other guided tours can be found here.

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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 with 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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https://news.vailresorts.com/2019-01-31-Vail-Kicks-Off-Inaugural-Legacy-Days-February-15-18,-2019