Vail Resorts Newsroom

Crested Butte's Evolution Bike Park Rebranded to Crested Butte Mountain Bike Park

For Immediate Release

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MT. CRESTED BUTTE, Colo. – May 21, 2019 – In summer 2019, Crested Butte Mountain Resort (CBMR) will debut the Crested Butte Mountain Bike Park, formerly the Evolution Bike Park. The Bike Park is scheduled to open for the season on Saturday, June 8.

The name change is intended to capitalize on and align with the brand awareness of Crested Butte Mountain Resort, while simplifying the naming of the resort's summer operations.

"We are announcing today that we have retired the former Evolution Bike Park branding as we move forward towards a new chapter at the Crested Butte Mountain Bike Park," said Mark Voegeli, Director of Mountain Operations at CBMR. "We are committed to providing the same quality of trails, mountain bike guides and safety that the Evolution Bike Park was known for, just under a new name that will increase brand awareness and recognition for locals and visitors alike."

The Crested Butte Mountain Bike Park features more than 30 miles of downhill and cross country mountain bike trails designed for all ability levels. One of the Bike Park's most unique characteristics is its connectivity into the larger 750-mile network of world-renowned trails throughout Crested Butte and the broader Gunnison Valley. From the top of the Red Lady Express Lift, which transports bikes and riders to the top of the Bike Park, riders can easily link their downhill bike park experience with popular backcountry trails such as Upper Loop and Snodgrass.

The Crested Butte Mountain Resort Rental + Demo Center will continue to offer SCOTT Sports demo bikes, and bike guides and lessons will be available for all ability levels.

This summer, the Crested Butte Mountain Bike Park will host numerous programs and events for riders looking to build their skills or push their limits. A full events calendar will be added to skicb.com/events as details are confirmed. Below is a brief look at some of the programs and events to look forward to this season.

Bike Guides – Group and private programming available daily beginning June 8.

Ladies Bike Nights – June 14, July 12 and Aug. 9
Pinnacle Mountain Bike Series – Wednesdays, June 26 – July 24
Rocky Mountain Race Series – Aug. 10-11
Outerbike – Aug. 16-18

About Crested Butte:
Nestled in the heart of Colorado's Rocky Mountains, Crested Butte is committed to preserving the pristine landscape and mountain lifestyle. With vibrant Victorian store fronts and expressive local characters, the small historic town remains true to its heritage and radiates an unparalleled welcoming and inviting spirit that celebrates a simpler life and time. Thanks to a widely diverse landscape, outdoor enthusiasts of all levels will find a new challenge with each visit. From world-class mountain biking, to legendary skiing and snowboarding, to a secluded fly-fishing experience, Crested Butte is one of Colorado's best-kept secrets. skicb.com

For more information about Crested Butte's lodging, conference, meeting facilities, and special packages, call Crested Butte Vacations, (844) 993-9545 or visit the web site at skicb.com/deals.

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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 and consumer website is www.snow.com.

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