Vail Resorts Retail Partners with KIT LENDER to Provide Rentable Head to Toe Ski Gear

BROOMFIELD, Colo. Jan 25, 2021 – Vail Resorts Retail (VRR) is proud to announce a new partnership withKIT LENDER, the world's premier outdoor apparel rental service, to get new and returning guests into the right ski and snowboard attire through a seamless and contactless experience.

KIT LENDER's rental platform allows guests to choose from the newest, top of the line outerwear gear. Complete kits (jacket, pants, gloves/mittens, and goggles) start as low as $30 a day for adults and $16 a day for children.

"Purchasing head to toe gear for the mountain can be an intimidating barrier for first time skiers and riders" said Greg Sullivan, Chief Operating Officer, Vail Resorts Retail. "We are incredibly excited to partner with KIT LENDER this season to make it easier than ever for guests to rent the winter apparel they need to get on the slopes for the first time."

Vail Resorts guests now have the ability to travel light and have everything they need for a powder day waiting for them upon check in at their on-mountain lodging. Guests can reserve their skis and snowboards through VRR's newly enhanced ski and snowboard rental program, Epic Mountain Rentals and all of their apparel needs via Kit Lender.

"We could not be more excited to partner with Vail Resorts," said Forrest Shinners, Founder and CEO of KIT LENDER. "It has always been a joy for me to 'kit out' first-time skiers with the latest and most fashionable gear. This is exactly the type of partnership we were hoping to secure after we appeared on NBC's Shark Tank in 2019 and we look forward to seeing what the future holds."

About Vail Resorts Retail

Vail Resorts Retail operates more than 230 specialty stores in and around owned and operated Vail Resorts: Vail, Beaver Creek, Whistler Blackcomb, Park City, Breckenridge, Crested Butte, Keystone, Heavenly, Northstar, Kirkwood, Stowe, Okemo, Mount Sunapee, Mount Snow, Hunter and Stevens Pass mountains. Shops are also located in select non-Vail Resort's destinations in Aspen, Telluride, and Winter Park. In addition to these mountain resort locations, Vail Resorts Retail also operates in Colorado's Front Range, Northern California, and Minneapolis. These stores focus primarily in winter recreation of ski and snowboard for both retail and rental but also offer gear and services for a variety of outdoor recreational activities, including hiking, camping, biking, and more.

About KIT LENDER

KIT LENDER is the world's premier outdoor equipment and apparel rental service. With KIT LENDER's simple website design and shipping & returns process, you get the right rental gear at the right price without any of the headache. Winter snow rentals include insulated jackets, pants, gloves, goggles, snow boots and more—in various styles, from all the top brands. Sizes range from toddler up to Adult 3XL. KIT LENDER ships directly to the customer's destination (anywhere in the United States and Canada). KIT LENDER also offers summer camping & backpacking kits, including tents, sleeping bags, backpacks, camp chairs, stoves and more! Wherever your adventures may take you, KIT LENDER has got you covered.

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