

## Park City Mountain Unveils 'Larger Than Life,' a Bold Vision for the Resort's Next Chapter

**Larger Than Life** is narrated by three-time Olympic gold medalist and Founder of The Snow League Shaun White, whose own career redefined what is possible on snow



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**PARK CITY, Utah — September 1, 2026** — Park City Mountain today introduced Larger Than Life™, a new brand platform rooted in a simple belief: this mountain changes you. Not in some small, forgettable way – it settles into your legs the next morning, replays in your mind all summer, and returns as the trip you're already planning for next winter.

"This mountain is rooted in greatness – Olympians, record-breakers, pioneers – and that energy doesn't leave. It lives in the snow, in the runs and in the air you breathe at elevation," said Deirdra Walsh, Vice President and Chief Operating Officer of Park City Mountain. "Larger Than Life gives a name to what makes this mountain so special, while also challenging us to keep moving forward. We're chasing one thing here - that every part of someone's day should feel worthy of the mountain it happens on. This winter, that work will come to life in exciting new ways, with even more to come as we shape the future of the resort alongside our community."

Inspired by the scale, history and energy of the largest ski resort in the United States, Larger Than Life draws on 7,300 acres of possibility and the thousands of perfect moments that live across them – clearing the snow from your face on a powder day in McConkey's Bowl, chasing a friend into town on Quit n' Time, taking in the view from the top of Jupiter Peak, trading stories over Orange Bubble Bites when the lifts stop spinning. More than a campaign, the platform brings together significant investments, new infrastructure, global competition, immersive on-mountain experiences and a renewed commitment to planning for the resort's future. Park City Mountain has always had a personality all its own, and Larger Than Life is part of a wider effort across Vail Resorts to bring each mountain's personality fully to life.

Helping to tell this new brand story is three-time Olympic gold medalist and Founder of The Snow League Shaun White. One of the most decorated athletes in snowsports history, White spent a career redefining what was possible on snow, and Larger Than Life is narrated in his voice – his own larger than life career running parallel to the mountain's. Across [television](#), digital, social media and out-of-home creative, White connects some of his biggest career-shaping moments to Park City Mountain as the place where greatness has long been made.

"There's something special about Park City Mountain," Shaun White said. "It's an incredible place to ride, with so much terrain and so many different ways to experience the mountain. I've had some memorable times there over the years, and I'm excited to be part of this campaign to help showcase what makes the mountain so great."

Larger Than Life is the clearest expression yet of a multi-year effort to elevate the guest experience. In the last decade, the resort has invested more than \$144 million in lifts, terrain, snowmaking, restaurants and other improvements, including the Sunrise Gondola, major snowmaking upgrades in Canyons Village, redeveloped beginner ski and ride zones and terrain park enhancements. That transformation continues in the 2026/27 season with a reimagined arrival experience at Canyons Village, where the new 10-person Canyons Village Skyway will be the second new gondola to debut in as many winters. Together, the Skyway and the new Canyons Village Parking Structure will create a more comfortable and seamless journey from arrival to the slopes. The resort is also pleased with the recent approval by the Park City Planning Commission to upgrade Silverlode Express and Eagle Lift.

This summer also brought Park City Mountain's first remote avalanche control system to Limelight Bowl, giving resort operations a safer, more efficient way to open an important stretch of terrain. The resort also used 3D modeling to reshape the superpipe's foundation, creating a feature that will host the world's best while training the next generation of skiers and riders headed into 2034.

Larger Than Life will come alive during the 2026/27 season through elite competition and unexpected moments across the resort. Guests who visit Park City Mountain this winter can expect:

- Shaun White's The Snow League, coming to Park City Mountain January 21 through 23, 2027, bringing the world's top halfpipe snowboarders and freeskiers to the resort for three days of competition, live music and immersive fan experiences
- The return of a 22-foot superpipe, which will remain a premier terrain park feature following The Snow League as the resort builds toward the 2034 Olympic Winter Games
- A traveling S'mores Sleigh delivering fireside treats to surprising locations around the mountain
- The expansion of our Peak to Plate one-of-a-kind skiing and dining experience that allows guests to eat their way across the mountain.

Park City Mountain's winter will also reflect improvements underway across Vail Resorts through Epic Experience – including reimagined rentals with My Epic Gear, a more seamless and personalized ski and ride school experience in the My Epic App, and a significant investment in on-mountain dining with higher-quality ingredients and refined presentation for the resorts' most popular menu items.

The work will not stop there. Park City Mountain will continue planning how the resort evolves in the years ahead – how lifts, dining, snowmaking, skier services and the arrival experience can better serve skiers, riders, employees and the surrounding community – with each step raising the bar on what Larger Than Life means here.

"There are thousands of ways to spend a day here, and no two guests spend it the same way," said Walsh. "That's the part I love – everyone leaves with a trip that belongs only to them, made of moments they found themselves. That's what larger than life means to us."

There is more in store. Additional events, experiences and offerings will be announced closer to the start of the winter season. Epic Passes are on sale for the 2026/27 season, and Young Adults ready to experience Park City Mountain get 20% off an Epic Pass.

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About Park City Mountain

Park City Mountain is the largest ski and snowboard resort in the United States, offering 7,300 acres of terrain, more than 330 trails and two distinct base villages in the heart of Park City, Utah. Located approximately 35 minutes from Salt Lake City International Airport, the resort combines expansive mountain terrain with direct access to one of the country's most celebrated mountain towns. Park City Mountain is part of the Vail Resorts network connected by the Epic Pass and is a proud venue for the Olympic Winter Games Salt Lake City-Utah 2034. For more information, visit [ParkCityMountain.com](https://ParkCityMountain.com).

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