

Decades Later, Breckenridge Ski Resort Reclaims its Kingdom

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BRECKENRIDGE, Colo. — August 3, 2026 —Breckenridge Ski Resort today kicked off a nationwide campaign that reclaims a title the community coined for itself nearly a century ago: [The Kingdom of Breck™](#). Ready for a weird history lesson?

In 1936, a local women’s group discovered an 1880 United States map that omitted Breckenridge entirely. Rather than correct the record, they declared Breck’s sovereignty and the town was called

“No Man’s Land,” later evolving into The Kingdom of Breckenridge. Nearly a century later, that same rebellious spirit continues to define the community, the ski resort, and the people who play here from near and far.

“The Kingdom of Breck isn’t a place on a map,” said Jon Copeland, Vice President and COO of Breckenridge Ski Resort, “it’s a state of mind you discover in Breck. For as long as people have been drawn to Colorado’s Rocky Mountains, Breck has attracted explorers, pioneers and dreamers who write their own rules. We’re bringing back the Kingdom to celebrate the rebellious, playful spirit of our community and mountain. To anyone who feels most at home when carving outside the lines – you have a place here.”

Founders Trygve Berge, Sigurd Rockne and Bill Rounds opened the ski area on Peak 8 in 1961, when the rugged mining town faced an uncertain future. Since then, Breckenridge Ski Resort has always been a place that thrived on pushing the conventional boundaries of snowsports. It is among the first resorts to embrace snowboarding in the 1980s. It hosted the first world cup of snowboarding. It opened the world's first high-speed detachable quad in 1981. It’s home to North America’s first double-loading six passenger chair. And it pioneered access to signature high alpine terrain with the introduction of the iconic T-Bar in 1984, as well as the 2005 construction of the Imperial Express – the highest chairlift in North America at 13,000 feet. While the resort has evolved over the decades with new lifts, new peaks and new experiences, the original spirit of Breck remains the same.

The Kingdom of Breck – teased by a [“Where’s Ullr” traveling hunt for the Norse god of snow](#)– will come to life in a nationwide campaign that celebrates the town’s storied history and unique mountain culture. Key campaign elements include [television](#), digital, social media and out-of-home advertising, alongside a documentary, must-have merchandise collection, and new on-resort investments and experiences planned for the coming winter season. Guests who visit The Kingdom can expect:

High-energy live music across the mountain and in town, including the Après at the Overlook Music Series and IYKYK pop-up performances

- Fun (and funky) experiences like the Ullr Time Mega Shotski, hot dog towers to share with friends, and one of Colorado’s best après scenes at Peak 8’s T-Bar
- A new Founders Day celebration honoring the people who helped create Breck, and those that push it ever forward
- The installation of North America’s highest remote avalanche control system, which will help the resort open its one-of-a-kind high alpine terrain, calling freeride skiers from around the world
- Major new and returning competitions on a massive scale will bring energy for athletes and spectators alike

“Breck is all about high alpine adventure, a notorious après scenes, a vibrant community and non-stop energy,” said Copeland. “People don’t come to Breck to get away from it all. They come here to be a part of it all.”

The Kingdom has more in store. Additional experiences and offerings will be announced closer to the start of the winter season. With Ullr crisscrossing the country and the Kingdom of Breck officially declared, excitement for winter is already building. [Epic Passes](#) are on sale for the 2026/27 season, and Young Adults ready to explore The Kingdom get 20% off an Epic or Epic Local Pass.

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About Breckenridge Ski Resort

Breckenridge Ski Resort spans Five Peaks in Colorado's Tenmile Range, offering nearly 3,000 acres of terrain for skiers and riders of all abilities. Founded in 1961, Breck is home to some of Colorado's most aspirational high alpine terrain. Breckenridge Ski Resort is part of the Vail Resorts network connected by the Epic Pass. For more information, visit [Breckenridge.com](https://www.breckenridge.com).

<https://news.vailresorts.com/KingdomOfBreck>