



WE GO BIG

When you come to the mountains you expect big things. Enjoy the advantages of our on-mountain location with more amenities and skier conveniences than any resort in Breckenridge.

- SKI-IN/SKI-OUT ACCESS
- BEAVER RUN SUPER CHAIR
- SNOWSPORTS OUTFITTERS
- KIDS WINTER PROGRAMS
- BRECKENRIDGE SKI SCHOOL
- SKI STORAGE & RENTALS
- FOUR WORLD-CLASS RESORTS
- SPENCER'S- ALL-YOU-CAN-EAT
- APRÈS SKI ENTERTAINMENT
- MASSAGE & SPA SERVICES
- TWO HEATED POOLS
- EIGHT HOT TUBS



BEAVER RUN
RESORT & CONFERENCE CENTER
Breckenridge, Colorado

800.265.3527 * www.beaverrun.com

BEAVER RUN IN BRECK GOES "BIG" FOR GUESTS

BRECKENRIDGE, CO – When skiers and boarders go to the Rockies for vacation, they expect big things: big mountains, big snow and big amenities. Breckenridge's Beaver Run Resort fits that bill perfectly, offering anything and everything skiers and boarders want, in big style.

Not only does Beaver Run offer a big selection of lodging accommodations, it has one of Breckenridge's biggest lists of amenities: comfortable and spacious accommodations, ski-in/ski-out convenience to one of America's most popular resorts, on-site restaurants and 24-hour service. Guests will also enjoy two heated pools and seven hot tubs, children's programs and a day care facility, The Spa at Beaver Run and a complimentary town shuttle. All of this is only a few blocks from a real resort town full of restaurants, bars, shops and galleries.

Beaver Run offers big access to big skiing. Simply step outside your condominium and you are ready to start your day on either the Beaver Run Super Chair or the Quicksilver Six. From there, it is up to you as you begin to explore Breckenridge's 155 trails on more than 2,300 acres. Truly, it just does not get any easier when it comes to finding accommodations with such incredible accessibility to excellent skiing and snowboarding.

The property itself is big and offers big lodging choices. Its over 500 units are beautifully appointed and offer a wide array sure to suit every individual's or group's needs. Ranging in size from hotel rooms and deluxe studios to three- and four-bedroom condominiums, and everything in between, Beaver Run's lodging options can accommodate a couple looking for a romantic winter escape to a family gathering of up to 10. Moreover, with such a large selection of rooms and room types, combined with its 23 meeting rooms and 40,000-plus square feet of meeting space, the most in all of Breckenridge under one roof, Beaver Run can handle big groups with ease.

Beaver Run offers big choices and something for everyone, from access to some of North America's finest skiing and snowboarding to activities for all age groups, particularly the little ones. The Beaver Run

Child Care Center is a state-licensed facility with childcare for children 6 weeks to 2½ years and ski instruction for kids 3 to 6 years old. Best of all, they are located right at Beaver Run, giving parents the ultimate in convenient and quality children's programs.

While the kids are busy being kids, big kids (adults) can ski the day away, enjoy some après ski frivolity at the Coppertop Bar or sip a martini at the Base Nine contemporary bar. Enjoy wonderful dining at Spencer's, one of Breckenridge's finest restaurants, offering a big selection, from its Certified Angus Beef all-you-can-eat Prime Rib Dinner to its breakfast and lunch buffets. On the other hand, for those interested in checking out Breckenridge's famed nightlife, Main Street is just a short walk or shorter free shuttle bus ride away.

In addition to Spencer's, Beaver Run offers Spencer's Lounge for those looking for a quieter place to soak in the beauty of Breckenridge, the Copper Top Café for those wanting a little quicker breakfast or lunch and The Skywalk Market for those on the go. The town of Breckenridge has hundreds of other restaurants and bars to choose from, so there is no possibility of running out of options.

After a big day on the slopes and before a quiet dinner or wild night on the town, relax in style at The Spa at Beaver Run. The Spa offers a full array of spa treatments for men and women, including Watsu water therapy.

The hotel has undergone big renovations recently to its bars, restaurants and other facilities. Learn more about this great resort at www.beaverrun.com.

If you are looking to "Go Big" this winter, look no further than Breckenridge's Beaver Run Resort.

For more information on Beaver Run's big offerings, including packages and special deals, please visit www.BeaverRun.com via an easily found link on the homepage of www.skiernews.com

They are available by phone also, please or call 1-800-265-3527.

Read this page online, log on to www.skiernews.net/Colorado2010-Breck1

COLORADO RESORTS RAISE SKIING EXPERIENCE for 2010

PART 2 – RESORTS FOCUS ON MOUNTAIN AMENITIES, GUEST SERVICE and VALUE

This article continues from Page 2, thank you for proceeding.

LOVELAND

As Loveland enters its 73rd year of operation, the ski area has been busy making area-wide improvements. Last season, Loveland added a Magic Carpet surface lift to Loveland Valley for children's ski school programs. This new addition makes lessons easier and more enjoyable for children. Loveland has also spent more than \$500,000 on base area enhancements at both Loveland Basin and Loveland Valley.

Love Park, Loveland's terrain park, acquired new features from Planet Snow last year and there are plans to add more for this season.

Loveland's snowmaking system was also upgraded this summer with more than \$500,000 in improvements to ensure Loveland is one of the first ski areas to open with plenty of snow.

MONARCH MOUNTAIN

In preparation for its 70th year of operations, Monarch's rental department has invested over \$55,000 in new equipment. The latest high-end skis from K2, Salomon and Volkl and snowboards from K2 and Burton have been added to the demo fleet. Monarch has also brought in some beginner-specific boots from Salomon that make walking around the base area easier. On the mountain, projects have been completed to improve the skiing/riding experience. Tree islands have been removed on Mirage, Turbo, Snowburn, and Short & Sweet runs. The trees will be used in the K2 Organic Terrain Park to build more features that are natural. In addition, Monarch Mountain has seen significant recent upgrades to its mountain amenities and guest services.

Improvements include a revamped reservations system, expanded runs and terrain, and installation of new park features. Most recently, Monarch remodeled its entire Ski School/Rental Center, adding two additional electronic kiosks to the rental registration area. This addition brings the total number of kiosks to five and greatly improves the ski school and rental process for guests.

Terrain expansion plans are still active as the mountain added 200 acres of new terrain to the Snowcat area last season and has been working with the United States Forest Service on proposed lift served skiing on the West side of the continental divide in the No-Name Bowl.

POWDERHORN

Capital improvements at the resort have progressed steadily in recent years. In just the past

five years, new terrain and infrastructure at the resort has been added, including five new black runs, two blue runs and a Magic Carpet surface lift to expand its ski and snowboard school area.

PURGATORY AT DURANGO MOUNTAIN RESORT

Answering the call from expert and advanced skiers for more challenging terrain, Purgatory is expanding its expert terrain this season by more than 30 percent, opening new, steep, tree-skiing terrain accessible from its Legends lift (Chair 8). This expansion to the west of the previous ski area boundary will increase Purgatory's skiable acreage by more than 10 percent.

Purgatory's terrain enhancement comes after years of steady growth at the resort. Most recently, the resort added a new \$50 million base area anchored by Purgatory Lodge and improved its snowmaking capabilities, effectively doubling the resort's ability to make snow on the mountain.

The resort is making steady progress in implementing its master plan, which includes replacing several chair lifts, adding new lifts, and building a new ski and ride school on the mountain.

SILVERTON MOUNTAIN

Celebrating its 10th anniversary this year, Silverton will continue to offer its specialty of extreme terrain and heli-skiing. The resort's recent acquisition of an Astar B3 helicopter for mountain operations allows Silverton to monitor and provide guests with access to large reaches of its terrain.

SKI COOPER

Ski Cooper is known as a family resort and this year wants to be known as a military family resort. For 2009-10, the ski area is offering specific season passes for military personnel and their families.

Along with regular maintenance and upkeep to resort facilities, Ski Cooper has enhanced its rental fleet for this season. Now guests can choose from the latest in boots, skis and snowboards. New rental equipment combines well with the resort's new ski school and pass program. Beginners can pay as they go for three lessons, and upon completion of the third lesson, they receive a season pass.

Ski Cooper's Chicago Ridge snowcat operation has added another snowcat this year and will continue to provide backcountry skiing and riding on nearly 25,000 acres of terrain. Outings include gourmet lunches served in one of the new yurts. Additionally for 2009-10, a new enhanced website will allow guests to book cat ski-

ing and ski school reservations online. Also noteworthy for this year, Ski Cooper is freezing prices on lift tickets, ski school and rentals, keeping them the same as last year.

STEAMBOAT

Over the past four years, more than \$30 million in on-mountain improvements have erupted at the Steamboat Ski Area. Look for enhanced terrain to challenge all levels of ability, faster and more comfortable chairlifts, expanded culinary options and remodeled restaurants, among other improvements.

Specifically for this winter season, Steamboat poured \$2.5 million into expanding the Kids' Vacation Center, opening a new Ski & Snowboard School Ticket Office and Patrol First Aid Base Facility, and enhancing its already top-grade snowmaking system. In addition, Steamboat's on-mountain momentum augments numerous private and public multi-million dollar revitalization projects sweeping the mountain village including the new public promenade and day lighting of Burgess Creek. In fact, the only thing not being upgraded is something Mother Nature perfected years ago-Champagne Powder snow.

Read more about Steamboat by logging on to www.skiernews.net/Colorado2010-Steamboat

SUNLIGHT

Sunlight Mountain Resort, home of The He-then, one of the steepest runs in the state with a 52-degree pitch, is opening this season with subtle improvements to guests' skiing and riding experience. The guest experience starts online with the new Sunlightmtn.com website. Redesigned and launched this year, the site serves as a portal for the resort's plethora of new seasonal offers, passes and promotions.

Focusing on base area amenities, Sunlight has quietly augmented its facilities that include the restaurant, lounge, rental and retail shop, ski school and children's center. Attention and upkeep have been devoted to the mountain experience as well, ensuring that the 67 trails that cover 470 acres highlight Sunlight's unique and varied terrain.

TELLURIDE

This season, Telluride is expanding terrain to offer more challenging, expert skiing by adding Gold Hill Chutes 2-5. This long-anticipated terrain comes on the heels of Gold Hill Chutes 6-10 opening in 2007-08 and Chute 1 opening in 2008-09. Chutes 2-5 offer wide-open, above tree line couloirs and chutes dropping 1,600 vertical feet. The resort added two WWII-era howitzers last season to facilitate control of this terrain, which will open as conditions allow.

Terrain expansion is just part of ongoing improvements at Telluride. In the last five years, the resort opened Revelation Bowl and the newly built Revelation Lift. Other developments include two new restaurants, restaurant upgrades, new snowmaking and snow cats, new hike to terrain, and the addition of sun decks.

Read more about Telluride on line at www.skiernews.net/Oct-Nov2009-Telluride

WINTER PARK

Celebrating 70 years of continuous operation this year, Winter Park is putting the finishing touches on the major expansion and redevelopment of The Village at Winter Park Resort. When the project is completed, it will total an estimated investment of \$30 million dollars for on-mountain construction and feature 20,000 square feet of new retail, rental, restaurant and living space.

While the resort has been developing The Village at Winter Park over recent years, it has also been improving other mountain and guest service features. These include adding four new lifts, creating nine new trails, adding terrain enhancements, opening two new base area lodging properties at Fraser Crossing and Founders Pointe, installing a new advanced sales fulfillment center, posting new on-mountain signage, remodeling restaurants and constructing a covered parking garage and an ice skating pond.

Read more about Winter Park online at www.skiernews.net/Colorado2010-WinterPark

WOLF CREEK

Celebrating 70 years of epic powder skiing this year, new for this season Wolf Creek will open the \$1.5 million Raven's Nest day lodge, located mid-mountain on top of the Raven chairlift. This lodge and dining facility was freshly completed in the spring of 2009. The Raven's Nest will offer a food and beverage service as well as a warming area for Wolf Creek skiers and riders.

Opening Raven's Nest is the culmination of five consecutive years of resort improvements. During this time, Wolf Creek replaced the Dickey double fixed-grip chairlift with a detachable quad lift, rebuilt the Summit Building on the top of Treasure Lift for ski patrol, and upgraded its ski and snowboard rental fleet. The resort added an additional 400 parking spaces to its Tranquility Parking lot.

Colorado Ski Country USA (CSCUSA) is the not-for-profit trade association representing 22 of Colorado's ski & snowboard resorts. This information can be found in the online pressroom at <http://media-ColoradoSki.com>