

WHAT'S NEW at CRESTED BUTTE MOUNTAIN RESORT

CRESTED BUTTE, CO - While many ski resorts focus on bigger, newer, faster and more, Crested Butte Mountain Resort (CBMR) is working harder to simply provide guests with the best experience at the "Last Great Colorado Ski Town."

It all starts with tuned up gear. Crested Butte Rental & Demo shop at the base of CBMR is the proud owner of a quarter million dollar, state-of-the-art Montana Crystal Glide Finish automated tuning machine, providing the quickest, most accurate tune in the valley. Now that your skis are swift, fuel your day with a cup of coffee and a crepe from the new Coal Breaker Coffee. At the end of your ski day, celebrate with après libations and 365-degree views at the Umbrella Bar at Ten Peaks.

Every need of the guest has been considered at Crested Butte Mountain Resort – even the ones that are necessary, but rarely discussed. CBMR loyalists are rejoicing with news of the restroom remodel at Crested Butte, located at the bottom of the Paradise Express lift. Looking for an upgraded experience, but burned by restrooms in the past, guests at Crested Butte can leave their wounded hearts behind and take another shot at finding love. The new Bathrooms in Paradise are more spacious, with light colored finishes, new granite countertops and alder wood trim. The entryway features new seating (perfect for adjusting boots or simply relaxing) and a new hydration station. The pursuit of happily-ever-after just got a whole lot easier.

"Creating an amazing experience for our guests is our most important goal. It's all in the details," said Erica Mueller, Vice President at Crested Butte Mountain Resort. "Crested Butte is the last great Colorado ski town for good reason, and we're working hard to make sure

that our guests get to enjoy this little slice of paradise, right down to the little details."

Many people have a bucket list, a list of those places to visit and things to experience before kicking the proverbial bucket. Crested Butte, with its jagged rocky mountain peaks, legendary snowfall, and exploratory opportunities around every corner, is the perfect destination for the adventurous soul in search of the world's "off the beaten locales." Really, that is how many of the now-locals came to be residents. As for that so-called "bucket list," those searching for extraordinary experiences will soon discover they have found nirvana. A picture-perfect, historic mining town, chock-full of unique shops and celebrated restaurants? Check. A mountain that lends itself to positive learning and snowsports encounters for kids and families? Check. Some of the country's most revered extreme terrain? Check. Snowcat driving? Yep. Real ski-in/ski-out lodging options? Check. It is all there, waiting to be checked off the list. And that list? You might even decide it is no longer necessary after a trip to Crested Butte.

Make sure you are maximizing your ski vacation and consider the M.A.X. pass to enhance your skiing and riding pleasure. The M.A.X. pass, originally created by Intrawest, Powdr and Boyne Resorts, has 10 new partner resorts joining for the 2016-17 ski and snowboard season, including Crested Butte Mountain Resort (CBMR). Now, the M.A.X. Pass includes 32 resorts across North America.

Skiers that have purchased a qualifying season pass at Crested Butte, like the Peak Pass and Peak Pass Plus, are eligible to purchase the M.A.X. Pass Add-on for only \$299 for adults, \$249 for teens (ages 13-17), \$199 for

youth (ages 6-12), and \$39 for children (5 and under). The M.A.X. Pass Add-on provides five days of skiing/riding at each of the 31 other participating resorts, except those accessible with the qualifying season pass. That means an additional 160 days on the slopes with no blackout dates. The lowest prices were available through Oct. 11, 2016; the add-on pass price increased by \$50 on Oct. 12, 2016. For more information visit www.theMAXpass.com

There is no time to waste. Visiting Crested Butte Mountain Resort (CBMR) is even easier with five non-stop flights into nearby Gunnison-Crested Butte Regional Airport (GUC), including its newest city, Los Angeles (LAX). To sweeten the deal, CBMR is throwing in a free lift ticket valid the day of the return on the Alaska Airlines flight, proving you can ski and fly in Colorado in the same day.

Need even more incentive? Guests can save up to \$300 on Airfare to Gunnison this winter by flying into Gunnison-Crested Butte Regional Airport (GUC) and staying at The Grand Lodge, Lodge at Mountaineer Square, or most CBMR managed lodging properties from Dec. 16, 2016, to March 26, 2017. Visit www.skicb.com/information/save-big-airfare for more information and for all air credit offerings and promotion requirements. A three-day lift ticket and four nights of lodging are required. This offer is subject to availability and is a limited time offer.

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"If any ski town has maintained its identity, funkiness, and approachability, it's Crested Butte."

MEGAN BARBER, SKI WRITER



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COLORADO



BUY 3 NIGHTS OF CBMR LODGING
& 3 DAYS OF LIFT TICKETS AND
STAY FREE & SKI FREE ON THE 4TH DAY!
MUST BOOK THROUGH CRESTED BUTTE
VACATIONS. SOME RESTRICTIONS APPLY.

SKI SAFELY KNOW & FOLLOW THE RESPONSIBILITY CODE

Ski resorts can be enjoyed in many ways.

At the areas you may see people using alpine, snowboard, telemark, cross country and other specialized ski equipment, such as that used by disabled or other skiers.

Observe the code listed below and share with other skiers the responsibility for a great skiing experience.

1. Always stay in control.
2. People ahead of you have the right of way.
3. Stop in a safe place for you and others.
4. Whenever starting downhill or merging look uphill and yield.
5. Use devices to help prevent runaway equipment.
6. Observe signs and warnings, and keep off closed trails.
7. Know how to use the lifts safely.

**KNOW THE CODE,
IT'S YOUR
RESPONSIBILITY.**

(This is a partial list.)