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Greetings from Silverton, Colorado,

On behalf of Silverton Mountain, we look forward to seeing you MLK weekend. We're putting out the red carpet for this one of a kind event to create opportunity for Colorado kids to experience the magic of outdoor sports as a tool toward healthy growth and education. As you know, this event will benefit SOS, The Cycle Effect and Ski Club Vail's Scholarship/Diversity Fund. Silverton Mountain and Telluride combine to make this a unique, unforgettable event.

Your time in Silverton, a former mining town nestled at an elevation of 9,318' in the San Juan Mountains, will begin at the historic Grand Imperial Hotel. Originally constructed in 1883, the GI recently completed a nearly \$4M renovation, modernizing their facilities while maintaining the hotel's original authenticity and ambiance. The staff will check you into your hotel room where you'll find a gift bag courtesy of Silverton Mountain. Early that first evening, our professional Mountain Guides will join you for a welcome reception and snow safety briefing.

On the morning of MLK Day, we will transport you by bus to Silverton Mountain's base area for your day of private adventure skiing or snowboarding. Our Mountain will be yours. From the base, you and your Guide will ride our chairlift to 12,300 feet and either descend from there, or hike the ridgeline to access even longer runs. The choice will be up to you and your group, but whether you are super fit and want to charge the biggest, steepest runs, or you want to explore our more less demanding advanced-to-expert terrain, there will be a group for you. Our entire 2,000 acres of untracked, ungroomed powder will be exclusively yours. And if you or your spouse doesn't want to ski Silverton Mountain, we have a PSIA certified instructor who will take you for XC skiing on the town's Nordic track.

After a full day of powder skiing and riding, Silverton Mountain's staff will welcome you into Grady's Bar at the Base, treating you to a unique après experience. You'll be able to revel in the day's adventure with other trip attendees and our Guides over complimentary beer, wine or soft drinks while enjoying light hors d'oeuvres. After the après session, the group will take the bus back to the Grand Imperial Hotel for a celebratory banquet featuring provocative speakers and kids who have benefited your generosity.

If you have never experienced Silverton Mountain, this is the perfect opportunity to support some great non-profits while enjoying the ski area in a private setting. We are super excited to welcome you to Silverton Mountain.

Looking forward to seeing you this season

Aaron Brill,
CEO