



Community Spirit

March 24, 2014

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By: **Julie Dugdale**

You bought a season pass in Colorado to ski the mountains you love. Did you know your purchase also helped aid the flood-ravaged state you love?

As closing day approaches for Colorado's ski resorts, we'll all look back and marvel at our accomplishments this season. Maybe your [Epic Pass](#) took you to [new mountains](#) in France, or maybe it was your ticket to the journey of a lifetime during Vail Resorts' inaugural [Epic Race](#). Maybe it was your punch card to weekend-warrior status in a year of [record-breaking snow](#).

But, in Colorado, your 2013-2014 season pass purchase meant so much more. Six months ago, Colorado was paralyzed by the most catastrophic flooding in more than a century. Monsoon-like rains damaged or destroyed more than 16,700 residences, forcing thousands of people to flee their homes—or what was left of them—in search of shelter, water, and food. Belongings were ruined; houses swept away; lives lost.

Amid the chaos and heartbreak, Vail Resorts made an immediate donation to the [Colorado Red Cross](#) to aid the flood victims. Beyond that, the company pledged a donation for every 2013-2014 season pass sold in Colorado, bringing the total contribution to the Red Cross to \$254,000 in disaster relief and flood recovery.

“Coloradans have tremendous spirit, drive, and compassion, and together we can rebuild our vibrant communities.”

“We believe it will be critical for everyone to come together in the coming weeks and months to help these communities rebuild,” said Vail Resorts CEO Rob Katz at the time.

–Rob Katz, CEO, Vail Resorts

And come together they did—six months ago and today, as Colorado’s devastated towns begin

to truly rebuild over the coming spring and summer. Residents of these communities couldn’t have done it without the critical support of organizations like the Red Cross. So, as you step off the slopes after your last run of the season, remember your powder days, and remember your holiday in the mountains; but, also remember that the Colorado Red Cross, Vail Resorts, and countless fellow Coloradans are humbled by the part you played in rebuilding our state. “There have been so many lives affected by these devastating floods, including our own employees,” Katz said, “but Coloradans have tremendous spirit, drive, and compassion, and together we can rebuild our vibrant communities.”

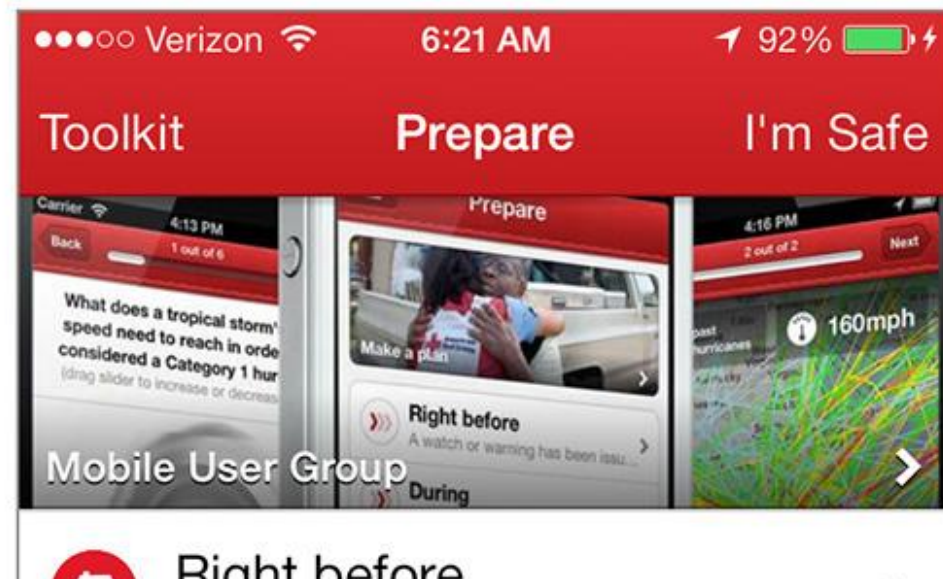
By The Numbers

\$254,000	Amount of flood relief and disaster recovery aid donated by Vail Resorts to the Colorado Red Cross
16,700	Colorado homes that were damaged or destroyed by the flooding in September 2013
18,000	People forced out of their homes during the flooding
24	Colorado counties affected by the flooding
485	Miles of road that were damaged or destroyed by the flooding
204,000	Meals and snacks the Red Cross served during the flood response
15,000	Health and mental health services the Red Cross provided during the response
20	Shelters supported by the Red Cross during the flood response

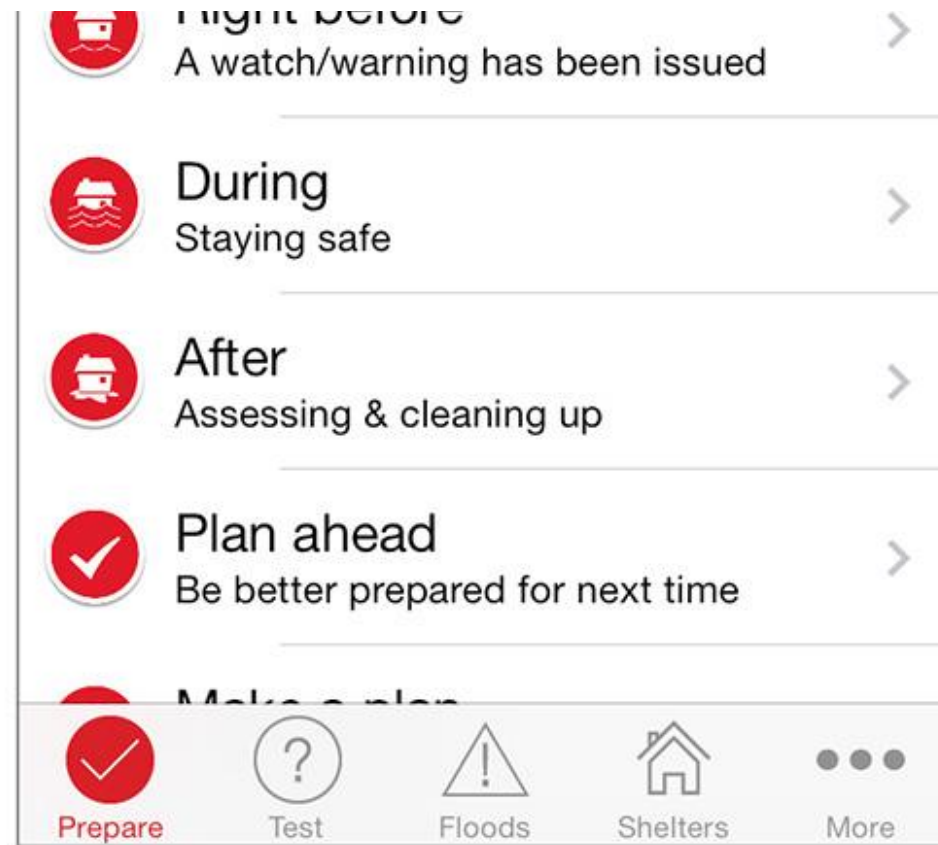
Tech Alert

Be prepared: Get the app.

Do you live in a community that has been—or may be in the future—affected by flooding? If you were involved in the flooding or recovery efforts of Colorado's



catastrophe this past September, you understand the criticality of being prepared and communicating with your loved ones. That's why you should download the [Red Cross Flood App](#), which gives iPhone, iPad, and Android smart phone and tablet users instant access to local and real-time emergency preparedness information so you know what to do before, during, and after a flood. You can download it on [iTunes](#) or the [Google Play](#) app store by searching "American Red Cross" or find it [here](#). Be safe. Be smart. Be ready.



The Red Cross Flood App

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MARCH 10, 2014

POWER TALKS

VAIL RESORTS SHARES ITS COMMITMENT TO CONSERVATION AT THE VAIL GLOBAL ENERGY FORUM IN BEAVER CREEK.



NOVEMBER 8, 2013

DESTINATION: VAIL

THE RESORT—ONE OF THE LARGEST SKI AREAS IN THE WORLD—HAS LONG ATTRACTED DISCERNING, COSMOPOLITAN CLIENTELE WHO WILL SETTLE FOR NOTHING SHORT OF SPECTACULAR WHEN IT COMES TO A MOUNTAIN VACATION.



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