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X Games extends partnership with Aspen Snowmass



The 2026 Winter X Games took place Jan. 23-25 at Aspen Buttermilk mountain. X Games and Aspen Ski Co. announced a deal on June 10 to keep Buttermilk as a host venue for the upcoming X Games League through 2029.

CRAIG TURPIN



By [Lincoln Roch](#) – Intern, Denver Business Journal

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Freeskiing and snowboarding's most famous venue will continue hosting the X Games.

The Boulder-based company on Wednesday announced a three-year host agreement with Aspen Snowmass that will have its Buttermilk ski resort serve as a stop in the soon-to-launch X Games Winter League.

"As the X Games League expands globally, Aspen remains our crown jewel, the iconic winter stop that athletes, fans and partners circle on the calendar every year," X Games CEO Jeremy Bloom said in a news release.

The MoonPay X Games League (XGL) will replace the traditional single weekend event in Aspen with a winter-long season featuring four teams competing at three separate venues.

Buttermilk, which has hosted the Winter X Games since 2002, is the first of the stops to be announced, with the inaugural winter season beginning next January. A spokesperson for X Games declined to provide The DBJ with financial details of the deal.

The company announced the League in 2024 and [tapped former WNBA executive Annie Lokesh](#) to lead the venture in 2025.

The XGL expands off the company's two marquee events – the winter and summer games – creating separate seasons for both. The summer season,

featuring skateboarding and BMX events, will begin June 26 with stops in Sacramento, Chiba, Japan and New Orleans.

The winter league will compete with [The Snow League](#), backed by Olympic gold medalist and former X Games athlete Shaun White, which held its inaugural season in 2025-26.

Both leagues have similar premises. The Snow League features both freeskiing and snowboarding events, with stops around the globe, including at Buttermilk.

“I had my moment, and I feel like this is the new future tour that’s gonna take these athletes to the next level, something I’ve never even achieved,” White told the media after the league's 2026 stop in Aspen.

The X Games release said event dates and details of the 2027 Aspen stop will be announced in the coming months. The Snow League will return to Buttermilk on Jan. 7-9, 2027.