



Media Contact:  
Sheryl Barto  
Sheryl@ecoemarketing.com  
970-429-1122

**The Westin Snowmass Offers Special Rate of \$129 a Night  
During USA Pro Challenge  
Fun-filled activities planned in Snowmass During Race Road Closures**

**SNOWMASS VILLAGE, Colo.** – August 13, 2013 – Rub elbows with the famous cyclists, key teams, and tour officials at the Westin Snowmass while the USA Pro Challenge stops in Aspen/Snowmass. The Westin Snowmass is offering a special weekend rate of \$129/night August 17-20.

Come to Snowmass a few days before the race, hang with the race crews and become a part of the USA Pro Challenge race environment. UPC race crews start arriving in Snowmass on Wednesday, Aug. 14 and stay through Tuesday, Aug. 20. Opening Ceremonies and team introductions will be held on Saturday, Aug. 17 in Snowmass.

Aspen/ Snowmass has been selected to host both the Stage 1 Overall Start and the Stage 2 Start for the largest annual spectator event in Colorado. The UPC Stage 1 will take place Monday, August 19, at 1:05 p.m., with a circuit race between Aspen and Snowmass, allowing spectators multiple opportunities to view the race as the cyclists complete three, 22-mile laps. The Westin Snowmass and the rest of Snowmass offer lots to do during the race and subsequent road closures.

**Schedule of Events**

**Thursday, August 15:**

- **Free Thursday Night Concert Series – Fanny Hill, Snowmass Village**  
6:30-8:30pm                      Featuring Robert Walters 20<sup>th</sup> Congress  
8:30 pm                              *In the Bar at Wildwood, Damian Smith Live*

**Friday, August 16:**

- **New Belgium – Spotlight Ride of Day: Aspen**  
8am                                      The Sky Hotel - Tour to Maroon Bells
- **Friday Afternoon Club – Vue, on the patio at the Westin Lobby Lounge**  
4 pm-7 pm
- **Valhalla Nights – Top of Snowmass Mountain**  
5:30-9pm                              Take an evening gondola ride to the new Elk Camp Restaurant, which is transformed into a nighttime adventure. Guests and locals alike are encouraged to *light up the night* with friends and family while enjoying activities such as a climbing wall, lawn

games and s'mores by the campfire. Dance to live music and enjoy an outdoor BBQ sure to please any palate.

**Saturday, August 17:**

- **New Belgium – Spotlight Ride of Day: Snowmass Village**  
8am Ranger Station – Waffle Breakfast - Mountain Bike Tour – Snowmass Mountain
- **Snowmass Village – Welcome/Opening Ceremonies**  
**2-6pm Wildwood Snowmass Red Bull Pool Party, Snowmass Village Mall**  
2-6pm Tour Team Parking – Upper Numbered lots #10, #11, #12  
4-6pm Snowmass Village Mall Festivities – Live Music on The Westin Amphitheatre Stage (3-5pm), Merchant Specials, Kid’s Activities, Best Bike Legs Competition, Autograph Signing  
5-6pm New Belgium Beer School – Seminar & Flight Samplings  
5:30-8:30pm VIP Reception @ Base Village  
6:15-8:30pm Opening Ceremonies – Base Village Plaza (free & open to public)  
- Team Introduction Celebration  
**9-11pm Wildwood Snowmass Red Bull Welcome Party, The Bar at Wildwood**  
- Live music, New Belgium, Red Bull & food specials, UPC merchandise giveaways

**Sunday, August 18:**

- **New Belgium – Spotlight Ride of Day: Aspen**  
8am Hickory House - Tour to Ashcroft then back for lunch & New Belgium specials.
- **Aspen Finish Line Festival – Paepke Park – Downtown Aspen**  
11am -6pm Festival Grounds Open @ Paepke Park – Downtown Aspen  
5-7pm Bike Around Happy Hour – Various Locations  
6-8pm Aspen Sprint Challenge – Downtown Aspen  
9pm Moonlight Cruise – Downtown Aspen – Start Location – Limelight Hotel

**Monday, August 19:**

- 11:30am -5pm VIP Tent – Main Street – Aspen
- Noon -6pm Festival Grounds Open @ Paepke Park – Downtown Aspen  
Aspen Sprint Challenge – Downtown Aspen  
5-7pm Bike Around Happy Hour  
Belly Up Concert
- 1:05-4pm Stage 1 Circuit Race 1:05 p.m. Overall Start of USA Pro Challenge Aspen/Snowmass Circuit. The exciting start with the world’s best pro cyclists will be broadcast throughout the world, but visitors will be right on course watching the pros push their strength and battle the win to the finish line on day one of the UPC.

**Tuesday, August 20:**

- 10:30am Race Start – Main Street/Garmisch, Aspen
- 8:30-10:30am VIP Tent – Main Street, Aspen

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**About The Westin Snowmass and Wildwood Snowmass**

Wildwood Snowmass and The Westin Snowmass Resort are owned by a joint venture between Starwood Capital Group and Wasserman Real Estate. Starwood Hotels & Resorts is overseeing management of the two new hotels.

The complex offers two resort hotels with more than 400 rooms. The conference center has 18,000 square-feet of space that includes an 11,000 square-foot ballroom, an executive boardroom, private lecture auditorium, and indoor and outdoor function spaces.

For more information call 800.525.9402 or visit [www.westinsnowmass.com](http://www.westinsnowmass.com) or [www.wildwoodsnowmass.com](http://www.wildwoodsnowmass.com).