

AIRFLARE – THE NEW WINTER SAFETY APP for SKIERS

BOULDER, CO — Every winter season, millions of individuals and families enjoy time out on the slopes. While most outings are enjoyed incident free, the nature of skiing and boarding does have inherent risks. Most common are the minor inconvenience and stress of a separated party member, to the more significant dangers posed by tree wells or becoming lost while chasing powder beyond resort boundaries.

To address these risks, a new tool is making its way onto the scene at several mountain resorts across the United States. AirFlare, an app downloaded to a mobile phone, enables friends, family and search teams to pinpoint the location of skiers and outdoor enthusiasts of all types if they become lost or injured and need help.

AirFlare began on the simple idea that the vast majority of people who adventure outside do so with a mobile phone. In the outdoors, mobile phones are used as a camera, trip planner, GPS device and backup flashlight. Why can't phones do more to help us if we ever become lost or missing and in need of assistance on an outdoor adventure?

According to Denis Lee, AirFlare's co-founder, the AirFlare journey began when a friend failed to return from a winter outing in the mountains of Washington State. He had a personal locator device with him, but had an accident that prevented him from activating it. As avid adventurers, the AirFlare team was already familiar with various beacon and satellite communication devices available and realized they served a niche market. Beyond the added cost and weight of these specialized devices, they often were not a practical fit for the way so many people recreate outside.

According to Lee, "I saw a lot of the already available rescue technologies out on extended backpacking trips and alpine expeditions, but noticed they often didn't make the gear list for

a casual hike or a day out mountain biking. We built AirFlare for the everyday adventurer," Lee said.

The idea was simple. Leverage the powerful technology you likely already have in your pocket to help friends, loved ones and search teams locate you if you need help. "Our vision was to build an app that could conceptually be downloaded to every outdoor adventurer's phone because of its low cost and simplicity," Lee said. "We designed it to be extremely power conscious, and most importantly, to require no user action. So many people go on outdoor adventures alone, and we wanted AirFlare to be able to help them if they ever got into a situation where they couldn't help themselves. That's what started all of this, really."

AirFlare provides powerful location sharing features to help keep families and groups safe. If you are out skiing for the day with friends, for example, within a few seconds you can connect all the phones in the group, and if someone gets separated, a simple push of a button will display their location on a map and provide the ability for you to navigate to them.

The real power of AirFlare though is in the event you become the subject of a search by a search team. AirFlare's search technology was adopted by several mountain resorts last year, providing ski patrol a suite of powerful search tools to add to their toolbox. At Jay Peak, Vermont, for example: "Ski Patrol concluded another successful search yesterday. Three young customers ventured beyond the resort boundary. AirFlare was used successfully to determine their location, and with some coaching by phone, the group was able to struggle back to the base area under their own power."

At Powder Mountain, Utah, a call came in coincidentally during AirFlare onboarding training. The injured skier, with a suspected broken jaw, was confused about their location.

Dispatch sent a Location Request to the skier, and their coordinates were successfully returned. It was revealed that the skier was a mile from their originally reported location. After receiving accurate coordinates using AirFlare, patrol was able to be deployed to the injured skier's exact location.

AirFlare's flagship feature, though, is the ability to discover an AirFlare enabled phone outside of cell service. "That's really important to us," Lee said. "While most emergencies happen inside cell service, there's a lot that happens where cell service isn't available. Our vision was to develop a well-rounded suite of tools that can locate lost adventurers in either environment."

So, what are the next steps for AirFlare? According to Lee, AirFlare was designed from the beginning to be broadly applicable to outdoor enthusiasts across multiple outdoor disciplines, but the immediate predominant focus is the mountain resort community. "It's just a really powerful set of tools that serve that community quite well. We're excited to be in partnership with Bern Helmets this year and excited to see early interest from several mountain resorts so far this winter. We're going to make inroads into the snowmobiling community this season, we're looking at opportunities in the mountain biking space in the spring, and we're even exploring possibilities to add value in the Alzheimer's Dementia and Autism community. But this winter our main focus is to get our technology out to the skier and boarder community and to ski patrol teams to help keep people safe and help get them found if they get into trouble."

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For more information, visit AirFlare at airflare.com, or on the App Store or Google Play.

WINTER 2021 MASTERFIT BUYER'S GUIDE NOW AVAILABLE FREE ONLINE

BRIARCLIFF MANOR, NY -- The Winter 2021 edition of the Masterfit Buyer's Guide, the ski sport's most authoritative guide provides unvarnished reviews and analysis of the upcoming season's new gear. A \$10 value, the Buyer's Guide is available as a free download at: www.masterfitmedia.com

The Masterfit Buyer's Guide is produced by an experienced group of snow sports equipment professionals headed by publisher Steve Cohen, co-founder of Masterfit University and former editor of SKI magazine. The group also boasts noted ski industry experts as: ski test program director Jackson Hogen, creator of realskiers.com and a former product manager at major ski equipment brands; boot test program director Mark Elling, education director of the Masterfit University Bootfitter Training Centers and a master bootfitter in Bend, Ore.; editor Iseult Devlin, former editor at Skiing Magazine and PSIA level 2 Alpine instructor; and art director Sue Yarworth, graphic designer and PSIA level 2 Alpine instructor.

The ski testing team included 24 individuals comprised of six men and 18 women with a combined 600 years of experience. The boot testing team totals 39 skiers including 27 men and 12 women with a combined 975 years of experience.

"There has never been a more important time to own or upgrade your gear," said Cohen. "With resorts struggling on how to (safely) handle rentals and demos, this is not the year to be sharing boots, helmets and other gear or to be waiting in lines."

All the major and boutique ski brands are reviewed, including Atomic, Blizzard, Head, Liberty, Kästle, Dynastar, K2, Nordica, Rossignol, Salomon and Völkl. Boot brands reviewed include Atomic, Dalbello, Fischer, Head, K2, Lange, Nordica, Rossignol, Roxa, Salomon, and Tecnica.

The Guide details how ski and boot tests are conducted along with candid assessments of how products perform. Ski model analysis include those designed for five general types of terrain: Frontside, which means primarily groomed terrain;

All-Mountain East; All-Mountain West; Big Mountain terrain and Powder.

The boot reviews target a variety of skier types. Men's and women's boots are segmented into the following categories: All-Mountain Traditional; All-Mountain Walk Boots and Freeride and are further sub-divided by foot width. The boot section also includes an informative piece on custom fitting and an article on Backcountry boots.

The Guide delivers practical advice on selecting poles, maintaining bindings, women's products, gear for kids, how to carry skis, tips for beginners, how to interface with gear sales people, bootfitting in the time of COVID-19 and what to pack for skiing during a pandemic.

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You can read more with the free download of the guide at: www.masterfitmedia.com

BEAVER RUN RESORT OFFERS BEST SKI-IN, SKI-OUT LOCATION IN BRECK

BRECKENRIDGE, CO – If you are looking for the best location in Breckenridge, look no further than Beaver Run Resort. With a prime ski-in, ski-out location and its own Beaver Run SuperChair right at the base of Breckenridge Ski Resort's Peak 9, Beaver Run is also just a short walk or free shuttle ride to Main Street Breckenridge.

Some people describe Beaver Run as a win-win: it combines the cozy and unique feeling of staying in a privately-owned condo, many of which have their own kitchens and wood-burning fireplaces, with the benefits of a full-service hotel in a ski-in, ski-out location.

Beaver Run offers an array of lodging accommodations, from four-bedroom fully furnished condominiums to hotel-style rooms. In addition, the resort provides guests with on-site restaurants, two heated pools, nine hot tubs, a kid's arcade area, ski storage and The Spa at Beaver Run – all located on property.

All of this sits just a few blocks from the historic downtown of Breckenridge, a lively and quaint town lined with restaurants, bars, shops and galleries. Make sure to check the most up-to-date public health orders and what to know for your stay at www.beaverrun.com or www.gobreck.com

Many things have changed this year, including the COVID protocols, enhanced safety precautions at the resort, facial covering requirements, but one thing remains the same – Beaver Run's committed to welcoming you to Breckenridge for a safe and fun stay. For more info about Beaver Run's "Stay Safe" efforts, visit www.beaverrun.com.

Another important change to know for this year is Breckenridge Ski Resort is requiring advance reservations to ski or snowboard. Log onto www.epicpass.com for more information about the new ski day reservation system.

Once you have locked in your ski reservations in advance – from your mobile phone or computer – you are ready to ride. The rest is easy. Simply step outside your Beaver Run "home away from home" and you are ready to start your day from the Beaver Run SuperChair. From there, explore Breckenridge's 155 trails on more than 2,300 acres of skiable terrain.

Plan to come back to your condo to recharge, warm up or eat lunch and then easily get back on the slopes. It does not get any easier when it comes to a family-friendly ski day with slopeside access to Colorado's world-famous skiing and snowboarding. Make sure you plan to enjoy the outdoor BBQ on warm, sunny days. Beaver Run has the best decks in Breck – so enjoy the views, the people watching and some of the most delicious slopeside food and drinks.

After you ski the day away, return to Beaver Run for a relaxing massage at The Spa at Beaver Run (just make an advance reservation and follow the procedures). Or soak in a hot tub or take the plunge into one of Beaver Run's heated pools.

Next, it is time for dinner. You have worked up an appetite, so indulge a little. Place a to-go order at Spencer's Steaks & Spirits, a fine dining restaurant conveniently slopeside within the Beaver Run property, and enjoy a feast back in your condo with views of the Rocky Mountains and a roaring fire. (Make sure to reserve a condo with a wood-burning fireplace. It is worth it.)

Do not forget to take a stroll down to Main Street Breckenridge during your stay. You will be rewarded with a colorful walk through the town's history, lots of people watching, with physical distancing, of course, and plenty of window shopping. Stock up on your souvenirs and local artisan treasures and shop local.

Whether you are a hard-charging skier interested in first chair, a family looking for comfort, easy and affordability or a romantic couple in search of an intimate getaway, Beaver Run Resort is your home sweet mountain home with the best location and the friendliest service. Come home to Beaver Run.

For more information

For much more on Beaver Run's offerings and convenience to the slopes, please visit www.BeaverRun.com via an easily found link: www.skiernews.com/LodgingWest.htm

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Log on directly to www.beaverrun.com or please call for their best rates, reservations and info at 1-855-517-8405.

STAY & PLAY

At Beaver Run Resort, Where Mountain & Town Meet



24340

- ◆ Ski-in Ski-out lodging and ski locker storage on the slopes
- ◆ Two pools and nine hot tubs and spa on site
- ◆ Five minutes from Historic Downtown Breckenridge via complimentary shuttle
- ◆ Ski school, rentals and retail shop all on property
- ◆ All the amenities of a full-service resort

CALL IN FOR THE BEST RATES!



Stay safe with us at Beaver Run with enhanced protocols and procedures

BeaverRun.com | 855.517.8405