

# AIRFLARE – WINTER SAFETY APP GETS MORE ACCLAIM

SAN FRANCISCO, CA — 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. Phones should be able to help us if we ever become lost, missing and in need of assistance on an outdoor adventure. Now your cell phone can.

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.

AirFlare is for the everyday adventurer

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 of your cell phone 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 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.”

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 is 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 is in the event you become the subject of a rescue 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, Vt, 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 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 the 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. 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.”

The National Ski Area Association is tasked with helping resorts be better at what they do. Their recent annual Safety Issue highlighted their best advice for reducing risk and accidents. AirFlare was honored to have an article on the product featured on the cover, titled “AirFlare Tech: A Search & Rescue Efficiency Boost.”

AirFlare also has gained partnerships with other companies delivering outstanding safety products. Respected and innovative helmet maker Bern Helmets will be featuring the AirFlare logo on every North American helmet they ship this season to highlight a “helmet for your head, AirFlare for the rest of you” unique and comprehensive offer.

AirFlare also announced a new partnership with the Innovation Factory, maker of many invaluable rescue tools. Their latest, the Lifesaber, is a wilderness survival device designed to purify water, start campfires, and support mobile phones’ ability to call for help, so pairing it with AirFlare was a natural fit.

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# ASPEN SNOWMASS CELEBRATES 75th ANNIVERSARY

ASPEN SNOWMASS, CO – Aspen Snowmass prepared for its 75th Anniversary season celebrating a legacy of heritage and innovation since 1946 by celebrating the best of their resorts. Guests can experience a number of events and activations centered around the 75th, including a complete renovation of the Limelight Hotel Aspen, the debut of the new Alpin Room restaurant on Snowmass, a return to a full events schedule, a new line of ASPENX consumer outerwear, new lift ticket art and on-mountain art installations.

The following details what is new at Aspen Snowmass for this winter season.

Aspen Snowmass Celebrates 75th Anniversary

Aspen Snowmass celebrates 75 years of skiing and riding this winter. This historic milestone will honor the heritage and history of skiing in Aspen as well as provide a look forward to the future of skiing. The season will highlight how innovation in ski racing, sustainability, athletic achievement, inclusion, art and other areas have led to future possibilities in each of these areas.

On Jan. 11, 2022, Aspen Snowmass celebrates 75 years of skiing on Aspen Mountain with a celebration at the base of Lift 1a, the Shadow Mountain lift. In 1947, the original Lift 1 was the first chairlift to open on Aspen Mountain and at the time was the longest chairlift in the world. Aspen Snowmass is partnering with Pop-Up Magazine to co-host three consecutive nights of shows at the historic Wheeler Opera House in Aspen, Jan. 9-11, 2022. The event features mixed-media storytelling that emphasizes Aspen Snowmass’ heritage, sustainability and inclusion.

The Alpin Room Restaurant Debuts on Snowmass

The new Alpin Room restaurant pays homage to the ski culture of the Alps and introduces a menu that draws influence from the great mountain dining traditions of the French, Swiss and Austrian Alps. Shared plates include warm popovers served with butter and jam, the “Tartiflette,” a fondue like combination of cheese, potatoes, and smoky bacon or the Choucroute Garnie with beer-braised bratwurst, crisp pork belly, all beef frankfurter, sauerkraut and

Bavarian mustard. Next try the chicken schnitzel with frisée salad or the Parisian gnocchi with simple tomato sauce, farmers cheese and savory spinach. Top off lunch with house-baked desserts such as black forest tart or cinnamon carrot cake. An extensive wine list, beer options and cocktails complement the new menu. Alpin Room will also be open for breakfast and is located in the High Alpine restaurant. As in all of the Aspen Snowmass on-mountain restaurants, Alpin Room provides food choices that are sourced from a local network of sustainable farmers and partners.

Limelight Aspen Remodel

The Little Nell Hotel Group announced that its flagship Limelight Hotel, the Limelight Hotel Aspen, has been renovated for the 2021-22 winter season. The top-to-bottom renovation enhances all of the hotel’s public spaces including a new arrival experience with the relocation of the reception desk and retail space. Also included is a Kids Club area, expanded dining seating and a relocation of the stage area in the Lounge to better accommodate events. All 126 guestrooms and suites and their bathrooms have also been renovated. The renovated product complements the newest Limelight locations: Limelight Ketchum in Ketchum, Idaho, and Limelight Snowmass in Snowmass, Colo.

2022 NASTAR Championships at Aspen Snowmass

Aspen Snowmass will host the 2022 NASTAR National Championships at Snowmass April 4-9, 2022. NASTAR is a youth feeder program for the U.S. Ski Team, and U.S. Ski Team athletes set the pace for NASTAR. More than 50,000 racers will compete at 100 resorts across the country to qualify for a spot at the National Championships. Recreational racers compete within their age and ability group to earn a National Championship title and place in the final, Race of Champions. Aspen Snowmass will also offer free NASTAR racing to the public on its courses in both Aspen and Snowmass all season long.

2021-22 Winter Season Lift Ticket Art

Aspen Snowmass features the works of renowned artist Paola Pivi on the winter lift tickets and

passes. This marks the 17th consecutive year that Aspen Snowmass’s ArtUP program brings acclaimed artists to Aspen to design a limited-edition lift ticket. In addition, Pivi will have several installations across the four mountains of Aspen Snowmass. Pivi’s playful creations feature colorful, urethane sculptures of polar bears covered in feathers in various realistic and human-like positions. Pivi’s work will also be featured on limited collection Aspen Snowmass merchandise including apparel and accessories.

Sustainability

Aspen Snowmass recently released a report that tells the story of how with partners – Oxbow’s Elk Creek Mine, Holy Cross Energy, and Vessels Carbon Solutions – turned a coal mine in Somerset, Colo., into a clean-energy production facility. It documents how much electricity has been generated since the project began, how much harmful methane has been destroyed, and how much revenue the project generates annually.

By converting waste methane into energy, the Elk Creek Mine produces three megawatts of base load power, which is as much energy as Aspen Snowmass uses annually at all four of its resorts, including hotels and restaurants. The electricity generated and the carbon offsets flow into the utility grid, not to Aspen Snowmass directly, greening the entire regional grid.

About Aspen Snowmass

Established in 1946, Aspen Snowmass owns and operates four mountains – Snowmass, Aspen Mountain, Aspen Highlands and Buttermilk. In addition, the company runs the award-winning Ski & Snowboard Schools of Aspen Snowmass, Four Mountain Sports rental and retail shops, and a collection of sustainably sourced on-mountain food and beverage outlets.

Aspen Snowmass works to drive positive social change through climate, community, and minority group advocacy and investment. For more information about Aspen Snowmass, visit [www.aspensnowmass.com](http://www.aspensnowmass.com). Follow @aspensnowmass on Twitter, Instagram or Facebook.

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