

# AIRFLARE – THE NEW WINTER SAFETY APP for SKIERS

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. The 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 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, 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 happen 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."

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# ASPEN SNOWMASS 2022-23, WORLD CUP RACING and FUTURE EXPANSION PLAN

ASPEN SNOWMASS, CO – Aspen Snowmass prepared for the winter season with a robust events lineup, including the return of World Cup racing on Aspen Mountain and major developments like an all-new Buttermilk base area. Aspen Snowmass celebrates the winter season with big things on the horizon.

## Buttermilk Base Area Transformation

New this season, Buttermilk unveiled a transformed base area complete with a new 9,000-square-foot fully electric skier services building, a renovated and rebranded Buttermilk Mountain Lodge restaurant (formerly known as Bumps), and an expanded bar and outdoor patio newly named The Backyard. This major \$23 million renovation creates a seamless experience for guests as they make their way onto the mountain, with an intuitive skier services building with ski school, rentals and ticketing all in one location.

Buttermilk is the perfect playground for both kids and kids-at-heart to learn the sport, master the terrain park, try uphill or watch the world's best athletes during X-Games. Many guests who are skiing at Buttermilk are new to Aspen or the sport of skiing, and the Buttermilk base area is redesigned to make the process of getting on the slopes simple, approachable and inclusive for all guests.

## Audi FIS Ski World Cup Ski Racing Returns to Aspen

Aspen Snowmass welcomes the return of international ski racing this season with the Audi FIS Ski World Cup, scheduled for March 3-5, 2023. The top men in the world will compete on the America's Downhill course on Aspen Mountain, an iconic World Cup venue with decades of racing history, with two downhill and a super G.

Aspen hosted the first World Championships held outside of Europe in 1950 and the mountain has hosted innumerable ski

racing legends since that time. Aspen has hosted more than 100 World Cup races for both men and women over the years and was home to the World Cup Finals in 2017.

## Pandora's Terrain Expansion

Work began this summer on Aspen Mountain's upcoming terrain expansion, which will increase skiable acreage by more than 20 percent on the resort's flagship mountain. The area, called Pandora's, is set to open for the 2023-24 winter season and will be Aspen Mountain's first significant addition since the opening of the Silver Queen Gondola in December of 1985.

Pandora's will be accessed via a high-speed quad and will include 1,220 vertical feet of groomed trails and glades ranging from intermediate to advanced terrain. Not only does the addition diversify Aspen Mountain's terrain mix and offer a great pitch for skiing, but it also acts as a hedge against future climate-challenged ski seasons. With its north-facing, high elevation terrain, Pandora's is ideal for holding snow in seasons when natural snowfall is less plentiful.

## Winter 2022-23 ArtUP Partnership

Aspen Snowmass announced the works of renowned artist Rashid Johnson to be featured on the 2022-23 winter lift tickets and passes. This marks the 18th consecutive year of Aspen Snowmass's Art in Unexpected Places (ArtUP) program, which brings acclaimed artists to Aspen to design a limited-edition lift ticket and an opportunity to connect with Aspen's local and global communities. Six of Johnson's recent works will be displayed on this season's lift tickets and will be featured on a limited collection of skis available at ASPENX in downtown Aspen.

## On-Mountain Dining and Events

Aspen Snowmass received the 2022 Wine Spectator Award of Excellence at four on-mountain fine dining restaurants: Lynn

Britt Cabin, Sam's and Alpin Room at Snowmass and Cloud Nine at Highlands. This prestigious award for a restaurant's extensive, high-quality and well-chosen wine list is made all the more impressive by the fact that each of these four restaurants are located on-mountain in exclusively ski-in, ski-out locations.

Like many of this season's new developments, the on-mountain dining highlights are punctuated by the Buttermilk base area renovation. The all-new Buttermilk Mountain Lodge will be home to a renovated dining space and new outdoor patio bar, The Backyard. The dining area will feature updates to favorites like the pasta station, while The Backyard will offer skiers and riders the perfect après spot nestled at Buttermilk's base.

At Snowmass, High Alpine will launch a new Bavarian Saturdays series, featuring European classics like warm pretzels and beer served in steins. This series will be a key feature in the larger Aspen Snowmass après schedule, which includes live bands and DJs across all four mountains, as well as the Bud Light Music on the Mountain series.

## Pickup Boxes and Aspen Snowmass App

Aspen Snowmass continues to enhance digital offerings to give guests a more streamlined and sustainable experience in the resort. Lift tickets can be purchased online or through the Aspen Snowmass app, and can then be picked up at one of the many self-serve Pickup Boxes located across the resort.

The recently updated Aspen Snowmass App gives users access to all of the info and functionality of the ticket office via their mobile device. The Aspen Snowmass App serves as the in-resort information hub featuring interactive maps, snow reports, parking lot status and lift line wait times, while offering favorite stats and tracking features like skier days and bowl laps.

For more, visit [www.aspensnowmass.com](http://www.aspensnowmass.com) or view, read and share this page at [www.skiernews.com/Spring2023-News.pdf](http://www.skiernews.com/Spring2023-News.pdf)

# NBC's AMERICAN CENTURY GOLF PROVIDES SUMMER FUN in TAHOE – JULY 11-16

SOUTH LAKE TAHOE, CA/NV - Summer's premier event, the American Century Championship in South Lake Tahoe, takes place in July at the beautiful Edgewood Tahoe Golf Course in Stateline, Nev.

South Lake Tahoe is a great, fun place to visit in winter to ski, snowmobile, party or just enjoy the scenery of the snow-capped peaks around beautiful Lake Tahoe. This winter is great with big snowfall in December and early January.

Summers, however, are spectacular and packed with activities. The South Shore comes alive each July with the star-filled championship celebrity golf.

Plan your summer Tahoe visit for NBC's American Century Championship Celebrity Golf event, July 11-16.

The event will once again be televised live on NBC's Golf Channel and NBC networks on Saturday and Sunday.

There are many activities beginning on Tuesday, July 11, with Pro-Am golf events as the celebs warm-up to playing at this beautiful golf course in 6,200 feet of altitude.

Justin Timberlake was joined by Nick Jonas and WWE's, The Miz. They played alongside fan favorites like Charles Barkley, Alfonso Ribeiro, Anthony Anderson, Larry the Cable Guy and NHL Stars Joe Pavelski and TJ Oshie.

You could rub elbows with athletes like NBA star Steph Curry, who has played the past six years, NFL legend Jerry Rice, music greats like Jay DeMarcus or TV stars like Jack Wagner. Many people take selfies with the celebrities.

The 2022 winner was NFL retired-turned color analyst, Tony Romo. He won a double-sudden death playoff on the 18th hole beating MLB great Mark Mulder and NHL legend Joe Pavelski. Romo also finished first in 2018 and 2019.

If you are looking for great accommodations in South Lake Tahoe, check out Beach Retreat & Lodge online at: [www.tahoebeachretreat.com](http://www.tahoebeachretreat.com)

For photo essays from past American Century events and off the golf course happenings, please log on to: [www.skiernews.com/TahoeGolf.htm](http://www.skiernews.com/TahoeGolf.htm)

For on-course podcast interviews with Jay DeMarcus and Jason Scheff both with Generation Radio, and Washington Caps star TJ Oshie, log on to [www.AlwaysUpright.com](http://www.AlwaysUpright.com)

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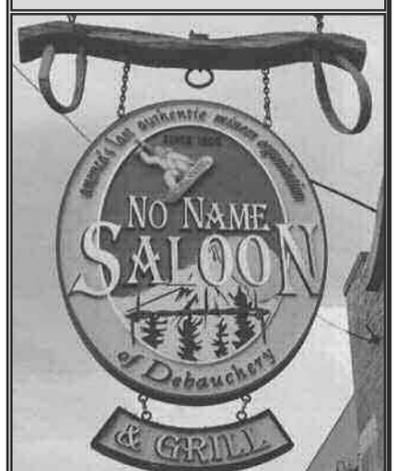


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