



Chairlift Community Ceremony Celebrates New Era

Smartwool, VF Foundation, SSWSC & City Partnership Brings New Lift to Historic Hill

STEAMBOAT SPRINGS, COLORADO-January 19, 2022-The fourth Sunday in January will be uplifting in so many more ways when Howelsen Hill hosts a community ribbon cutting ceremony to officially welcome the new Barrow chairlift and the unique public-private partnership that made the improvement possible.

“It’s been a long time coming and we couldn’t be more excited for the ski area, community and future generations,” said Parks & Recreation Director Angela Cosby. “Howelsen Hill combines affordability with accessibility and continues to grow in popularity. The new lift and this partnership ensure the ski hill remains a favorite for years to come.”

The Sunday event will celebrate this historic accomplishment and the unique partnership between the VF Foundation, Smartwool, Steamboat Springs Winter Sports Club (SSWSC), and the City of Steamboat Springs, all which worked together to bring the multi-million-dollar SkyTrac chairlift to the community.



On this special Sunday, which is also a Ski Free Sunday, the day kicks off at 9:15am with hot drinks and donuts from The Outrun followed at 9:30am by a few words from Steamboat Springs City Council President Robin Crossan, SSWSC Executive Director Sarah Floyd, Smartwool President & CEO Jennifer McLaren, and the VF Foundation’s Luis Benitez. The first chair will be officially loaded, and the ribbon cut coinciding with the traditional 10am start time. The day’s festivities run from 10am to 4pm.

To commemorate the day, a limited number of specially designed t-shirts from Ohana will be passed out. The warmth continues with a free Smartwool sock giveaway (limited quantities) along with a Scavenger Hunt for a handful of merino wool goodies throughout the day. Smartwool’s programs ensure you go far and feel good this winter on Howelsen Hill.

Ski Free Sunday partners Honey Stinger will provide a waffle with every Ski Free Sunday ticket and Mountain Tap will feature a free pint or kettle of popcorn by simply showing your Ski Free Sunday ticket in the brewery on Yampa Street after the lifts close. The Outrun will be cooking up traditional culinary fare along with its daily lunch specials and offering its full bar and specialty drink menu.

The state-of-the-art lift provides a more comfortable alternative to the old workhorse two-seater which served the ski area for 50 years. The new chair propels riders to the top in around 3 minutes, nearly half what it used to take. In addition, uphill capacity has increased significantly moving from a double to a triple along with the faster lift speeds. The new lift runs daily unlike its predecessor which ran on weekends only.

North America’s Oldest Operating Ski Area, [Howelsen Hill](#), is owned and operated by the City of Steamboat Springs and is a skiing institution across the community, Colorado, and the nation. Skiing since 1915, the ski area has been the training ground for more than 100 Winter Olympians, athletes from the acclaimed Steamboat Springs Winter Sports Club and generations of snow loving families.

-WeServeTheCity-

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