

VAIL APRÈS BELL RINGING 2019-20

INFORMATION AND BELL ORDER INSTRUCTIONS

Any day in Vail is worthy of daily merriment. This new après tradition is meant to pay homage to the limitless, fun experiences one can encounter in the course of any day on Vail Mountain.

The commencement of the après tradition will be signified by a bell ringing ceremony at 3:00pm on the mountain and in both villages. The ritualistic sound of these bells will entice visitors to kick off their skis and explore our iconic villages, while enjoying refreshments and telling stories from the best moments of the day.

Imagine being a part of the second awakening of our quaint alpine village. The end of each day on the mountain will signal a new beginning lit by storefront windows on cobblestone streets. Guests will be engaged with your business by the enticing sound of a bell while exploring Vail's iconic merchant community, and you your neighbors will deliver a guest experience Like Nothing on Earth.

The informational packet and order form enclosed is for all businesses in the Town of Vail that will participate in creating this new experience.



LAUNCHING THE VAIL APRÈS TRADITION

WHAT IS THE NEW APRÈS TRADITION AND HOW CAN MY BUSINESS BE PART OF IT?

The 2019-20 season marks the beginning of a new tradition at Vail. We hope you'll join in on the daily celebration!

Each day at 3:00 pm, bells in both Lionshead and Vail Village will toll to signify the beginning of après. The largest of these bells, in the bell towers that dot both villages, will toll first and loudest. With the support of you and your neighbors, dozens of smaller bells lining the streets of town will also toll creating a harmonious sound to signal to our guests that **Vail Après** has started.

What you do with après is your own. Restaurants may hand out bell-shaped chocolates, bars could have special cocktails at the ready, merchants might simply stand at their door and invite guests into their warm shops to browse the latest technical gear or fur-lined fashion.

By completing this order form, you are committing to create this experience each day this season at 3:00 pm by tolling your bell within or in front of your business. While you are welcome to use a bell you already own, we hope these commemorative bells will be collected throughout the years as part of a new tradition.

Have a new après tradition special or sale? Email info@vailresorts.com to request an addition.



| VAIL APRÈS BELL ORDER FORM

A Like Nothing on Earth experience is worthy of daily merriment. This new après tradition is meant to pay homage to the limitless, fun experiences one can encounter in the course of any day on Vail Mountain.

11" HANDHELD BELL

\$56.25 + S&H



Dark antiqued patina brass bell with lightly lacquered wood handle and engraved Vail logo. Weight: nearly 2 pounds.

8 POUND WALL MOUNTED BELL

\$134.00 + S&H



8" diameter solid brass wall mounted bell with antiqued bronze patina. Engraved with Vail logo. Comes with rope pull. May be mounted indoors or outdoors.

30 POUND RAIL STATION BELL

\$304.00 + S&H



Solid brass bell with burnished bronze finish and painted cast iron stand, this railroad bell is rung using the attached cast iron handle. Engraved with Vail logo. May be mounted to a wood post, table, or rail.

To Order:

1. Call (855) 245-3650 between 9:00am-5:00pm Eastern and ask for Christina.
2. Request "Vail Bell" pricing and select your item.
3. Order **NO LATER** than October 21 for the best chance to receive your bell prior to Opening Day on November 15!

