

## Throwback Photos Will Celebrate the Best of Breckenridge through the Decades to Welcome What's Next at Breck

To celebrate “where it all began” on Peak 8 and look ahead to the future of Breckenridge at Peak 8, the Best of Breckenridge team is kicking off a Throwback Breck photo campaign and contest on Throwback Thursday (#TBT) to encourage guests from Breckenridge’s past to share photos and stories of the Best of Breckenridge through the decades. The eight-week photo campaign launches today on Facebook, Twitter and Instagram with one of the biggest and best prizes, including a five-night stay at The Grand Lodge at Peak 7, two Epic Passes, two Ski Logik custom skis and more. <http://www.peak8info.com>

“We’re incredibly proud of the history and evolution of our hometown of Breck and are proud to help shape the future of our community,” said Ginny Vietti, vice president of marketing for Best of Breckenridge and Breckenridge Grand Vacations.

BRECKENRIDGE, Colo. (PRWEB) July 17, 2014

From gold mining to gold ski-ballet outfits to golden alpenglow sunsets, Breckenridge has blossomed through the decades from a bustling mining town to one of the most charming mountain towns in North America.

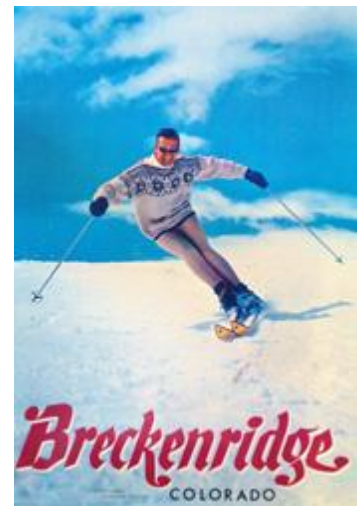
To celebrate “where it all began” on Peak 8 and look ahead to the future of Breck at Peak 8, the Best of Breckenridge team is kicking off a Throwback Breck photo campaign and contest on Throwback Thursday (#TBT) to encourage guests from Breckenridge’s past, from the 60s, 70s, 80s, 90s, to share photos and stories of the Best of Breckenridge through the decades. Breckenridge Ski Resort opened in 1961 on Peak 8 with 1,764 skiable acres.

Since then, the resort has expanded to five peaks - Peaks 6, 7, 8, 9 and 10 - and 2,908 skiable acres, transforming into one of the most visited ski resorts in the world.

In honor of Peak 8, The Best of Breckenridge contest will last for eight weeks. The campaign launches today on Facebook, Twitter and Instagram with an incredible grand prize:

- Airfare for two (up to \$1,000);
- Five nights slope-side at the Grand Lodge on Peak 7;
- Two Epic Passes (season passes for all 10 Vail Resorts ski resorts, including Breckenridge);
- 2 pairs of Ski Logik skis;
- Ground transportation;
- Ziplining for 2;
- 2 rafting trips for 2; and

The package is truly the ultimate give away to experience the Best of Breckenridge during the winter or summer months. Every Thursday for the next eight weeks, one #WhatsNextBreck #TBT photo will be selected, featured in the campaign and will receive a Throwback Prize such as roller blades, a cruiser bike, retro sunglasses, vintage ski posters and a one-piece snowsuit.



“We’re incredibly proud of the history and evolution of our hometown and are proud to help shape the future of our community,” said Ginny Vietti, vice president of marketing for Best of Breckenridge and Breckenridge Grand Vacations. “As we look ahead to the future of Peak 8, in particular, and Breckenridge, overall, we believed it was important to celebrate where it all began. Everyone who has visited Breckenridge through the ages has a unique and special story and many people are already sharing these stories and photos on social through ThrowBack Thursday (#TBT). We wanted to inspire people to continue to share these amazingly special – sometimes funny, always entertaining – photos and stories through our #WhatsNextBreck initiative.”

To share a story or photo, visit <http://www.facebook.com/best.breckenridge>. Or, share your story or photo on Twitter or Instagram and use the hashtag #WhatsNextBreck  
For more information about What’s Next on Peak 8, visit <http://www.peak8info.com>.

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MEDIA CONTACTS:  
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888.783.8883 x3045

VIDEO:  
<http://bit.ly/whatsnextbreck-video>

PHOTOS:  
<http://bit.ly/BGVDropbox>

SOCIAL. CONNECT with US:  
TWITTER: @bestofbreck  
FACEBOOK: <http://www.facebook.com/best.breckenridge>  
INSTAGRAM: bestofbreck

SUGGESTED SOCIAL POST:  
Share a Throwback photo from Breckenridge, CO. You might win the ultimate Best of Breckenridge prize: airfare, lodging, two Epic Passes, two custom pairs of Ski Logik skis, AVA rafting/ziplining and Peak 1 Express transport from DIA!

CONTEST SPONSORS:  
Best of Breckenridge, Breckenridge Grand Vacations, Grand Lodge on Peak 7, Arkansas Valley Adventures, SkiLogik Skis, and Peak 1 Express Transportation

LINKS TO CONTEST:  
<http://www.Peak8info.com/whatsnextbreck>  
<http://bit.ly/whatsnextbreckFB>