



## **Colorado Mountain Express *Fill the Van* Food Drive stocks shelves for LIFT-UP**

*Roaring Fork Valley residents invited to donate Sat. Nov 12  
at area City Market stores in Glenwood Springs, El Jebel and Aspen*

**EDWARDS, Colo., Nov. 10, 2011** – Colorado Mountain Express (CME) 15<sup>th</sup> annual *Fill the Van* food drive is underway this Saturday, November 12 across the Roaring Fork Valley. From 10 a.m. to 3 p.m. CME vans will be parked in front of City Market stores in Aspen, Glenwood Springs and El Jebel with staff accepting non-perishable food benefiting LIFT-UP in Rifle, Colo.

Kimberly Loving of LIFT-UP said, "LIFT-UP is grateful for CME's *Fill the Van* food drive, especially at this time of year as we head into the colder winter months. Needs at our seven area food pantries have continued to be high due to local economic conditions. We're serving an average of more than 2,100 people and giving out more than 2,500 bags of food each month. So each item of food collected during the drive will benefit a local family in need. Food drives like *Fill the Van* enable LIFT-UP to be a reliable channel of our community's concern for their neighbors in need."

"In 2010, 15 tons of food was collected benefiting food pantries statewide thanks to the generosity of residents across our Colorado mountain resort communities and Vail Resorts employees," says Robert Tschupp, vice president and general manager of Colorado Mountain Express. "We welcome donations from the community this Saturday."

In addition to the Roaring Fork Valley, CME is collecting food this Saturday in Summit County benefiting the Family & Intercultural Resource Center and Eagle County benefiting the Vail Valley Salvation Army. Also, Vail Resorts employees in Broomfield are collecting food benefiting Denver's Food Bank of the Rockies. The 2010 *Fill the Van* food drive generated over 30,000 lbs (15 tons) of donated food filling shelves of pantries statewide.

CME's *Fill the Van* is one of the largest food drives in Colorado. It is an annual effort by Vail Resorts Echo, the company's corporate sustainability program. In addition to CME's *Fill the Van*, Vail Resorts Echo works hard to support environmental, youth and community improvement causes throughout Summit County through charitable contributions and employee engagement. To learn more about Vail Resorts Echo visit [www.vailresortsecho.com](http://www.vailresortsecho.com)

For the past 12 years, an important partner for CME's *Fill the Van* food drive is 9Cares Colorado Shares.

To learn more about Colorado Mountain Express visit [www.ColoradoMountainExpress.com](http://www.ColoradoMountainExpress.com).

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### **About Colorado Mountain Express**

Colorado Mountain Express is the premier year-round ground transportation company offering convenient shared-ride shuttle service from downtown Denver, Denver International Airport (DEN), Eagle County Airport (EGE) and the Aspen Airport (ASE) to Vail (locations in and around Vail, Beaver Creek, Avon and Edwards), Aspen (locations in and around Aspen and Snowmass) and Summit County (includes Keystone, Breckenridge, Copper Mountain, Frisco and Silverthorne). The company offers four primary types of service, including door-to-door shuttles, point-to-point shuttles with centralized drop-off at transportation hubs, private chartered vans and premier luxury charter vehicles. The vehicle fleet consists of over 250 vans and luxury SUVs, and transports approximately 350,000 resort guests each year. Colorado Mountain Express has been offering reliable ground transportation since 1983. [www.ColoradoMountainExpress.com](http://www.ColoradoMountainExpress.com)

### **About Vail Resorts Echo**

Through its extensive environmental programs and partnerships with local non-profits, Vail Resorts Echo focuses on forest and habitat restoration, resource conservation as well as initiatives that support healthy kids and communities

where the Company operates resorts. To learn more about the Company's environmental stewardship programs, how to apply for a VR Echo grant or ways to volunteer, visit [www.vailresortsecho.com](http://www.vailresortsecho.com).

**About Vail Resorts**

Vail Resorts, Inc., through its subsidiaries, is the leading mountain resort operator in the United States. The Company's subsidiaries operate the mountain resort properties of Vail, Beaver Creek, Breckenridge and Keystone mountain resorts in Colorado, and the Heavenly Ski Resort and Northstar California in the Lake Tahoe area of California and Nevada, and the Grand Teton Lodge Company in Jackson Hole, Wyoming. The Company's subsidiary, RockResorts, a luxury resort property and hotel company, manages casually elegant properties across the United States and in the Caribbean. Vail Resorts Development Company is the real estate planning, development and construction subsidiary of Vail Resorts, Inc. Vail Resorts is a publicly held company traded on the New York Stock Exchange (NYSE: MTN). The Vail Resorts company website is [www.vailresorts.com](http://www.vailresorts.com) and consumer website is [www.snow.com](http://www.snow.com).

**Contact**

Nicole DeFord  
[ndeford@vailresorts.com](mailto:ndeford@vailresorts.com)  
720.524.5020