



**FOR IMMEDIATE RELEASE**  
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## **WINTER PARK, CO UNVEILS NEW COMMUNITY BRAND**

### **NEW LOGO AND BRAND PLATFORM UNITES WINTER PARK ON THE BRINK OF SKI SEASON**

**WINTER PARK, Colo.** – The Winter Park- Fraser Chamber of Commerce, in conjunction with Winter Park Resort and a number of other community business leaders, has unveiled a new logo and identity which is designed to be inclusive of all the area’s business entities in one cohesive brand. The new brand platform aims to cultivate the community relationship to enhance the local as well as the visitor experience.

As part of the new brand, participating parties have unveiled their new logo, incorporating Winter Park Resort’s historic red shield, which has been part of the resort’s primary mark since 1955, while augmenting it with a more contemporary design and wordmark. Within the shield is a snow-capped mountain, representing iconic Parry Peak, which stands sentry over the entire Winter Park community. In keeping with the new united theme of the brand, the logo includes space to add in qualifiers such as “Colorado,” “Resort,” and “Village” to bring all the disparate entities of the community into one consistent identification mark. Winter Park classic “WP” shield will still be utilized on signage specifically for the Winter Park Territory as nod to the resort’s storied past. Over the next few months, the assembly of partners will integrate the new shield and brand messaging in preparation for ski season.

The new brand will be used throughout Winter Park and Winter Park Resort, and will focus on the community’s representation of the quintessential Colorado experience – untouched and open. At the core of the new cohesive brand is the recognition of the Winter Park experience as one of transformation, for those who choose to live the mountain lifestyle, and for those who come to taste it for a few days

“There really is strength in numbers, and with so many exciting developments taking place in our community, this is an incredibly opportune time to coordinate all of our efforts for the benefit of both Winter Park’s businesses, residents, and legions of guests,” said Catherine Ross, Executive Director of the Winter Park-Fraser Chamber. “Thanks to Winter Park Resort, Rendezvous Colorado LLC, Devil’s Thumb Ranch Resort & Spa, WC Johnson LLC, the Town of Winter Park, and everyone who provided feedback on this thrilling new initiative. We look forward to forging ahead into this extraordinary new era together.”

**WINTER PARK, CO LAUNCHES NEW COMMUNITY BRAND, CONTINUED...**

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The new logo is just the first element of a winter season that will be rife with incredible change throughout Winter Park. All summer long, construction crews have been busy installing over \$30 million of capital improvements at the resort, including a new 10-person gondola, refurbished base plaza area, and updated snowmaking system, all of which will be fully operational this winter. All of that is combined with millions of private investment currently going on in downtown Winter Park, giving the core of town an entirely new look. New additions to Winter Park Express train service for 2019 will also be announced later this week.

Winter Park Resort is scheduled to open for the 2018-19 winter season on November 14.

For access to all the new logos in an array of file formats (JPG, PDF, AI, etc), please visit:

<https://www.dropbox.com/sh/swfehi98m0408qh/AAD2844yrSvf0ZvaHZBt-2Sza?dl=0>

To access a special video made to celebrate the new brand, please visit: <https://youtu.be/9JTQUrmvKuk>

For more information, please visit [www.playwinterpark.com](http://www.playwinterpark.com) or [www.winterparkresort.com](http://www.winterparkresort.com).

**ABOUT WINTER PARK RESORT**

*Located just 67 miles from Denver, Winter Park Resort is home to Colorado's premier mountain bike park, Trestle Bike Park, featuring over 40 miles of gravity-fed downhill mountain biking with thousands of features designed for riders of all skill levels. Other summer activities include Colorado's longest Alpine Slide, scenic chairlift rides, climbing wall, 18-hole putting course, hiking, and a jam-packed events calendar! For information on summer events and activities, please visit [www.winterparkresort.com](http://www.winterparkresort.com)*

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