

November 1, 2007

Dear Journalist,

The Tivoli Lodge at Vail cordially invites you to explore one of the original landmarks as it has been entirely reinvented as part of Vail's billion-dollar renaissance. The Tivoli - built in the late 1960s but completely redone from the ground up and reopened in 2006 - is ready to share another epic ski season.

European-style architecture meets the Rocky Mountain lodge motif in a perfect blending of old and new-world resort chic as the Tivoli Lodge moves into the new millennium while still maintaining its sense of family friendliness and boutique charm.

First conceived and built as the brainchild of one of Vail's founding families – Bob and Diane Lazier – the Tivoli was a part of Vail's early success in the 1960s and its meteoric rise to the top of the North American ski-town heap in the '70s and '80s.

Throughout it all the Laziers lived in the penthouse atop their dream hotel and ran in it the tradition of the great, service-oriented, family-owned lodges of the European Alps. That sense of welcoming openness has persisted over nearly four decades and is the hallmark of the newly reborn Tivoli.

The Tivoli reconstruction is part of a massive and truly impressive remake of all of Vail Village and Lionshead, spearheaded by half a billion dollars in new projects by Vail Resorts and an equal amount of investment by other hoteliers and the Town of Vail.

After more than 40 years of unparalleled success as a global winter-sports resort destination, with more than a decade and a half as the most visited and top-ranked North American ski area, Vail refuses to rest on its laurels – recreating itself for another 40 years of delivering lifelong vacation memories.

On behalf of the Lazier family, please accept our sincere invitation to revisit the new Vail, tour the Tivoli's 62 new, luxury guest rooms, relax in its magnificent new lobby, sip a cocktail in the lobby's Brown Hound Lounge and meet members of the Lazier family.

We are confident you will not be disappointed and grateful for your interest in the new Tivoli Lodge at Vail.

Sincerely,

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