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**PUBLIC SERVICE ANNOUNCEMENT
FOR IMMEDIATE RELEASE**

Contact:
Julie Hardman
(970) 920-7146
jhardman@aspenchamber.org

**Announcing Official Wintersköl™ 2015 Slogan:
'Drop in and Dream' Submitted by Dirk Braun**

ASPEN, Colo. (Oct. 17, 2014) – The Wintersköl™ Committee and Aspen Chamber Resort Association have selected “Drop in and Dream” as the official slogan for the 64th Annual Wintersköl™ Celebration, January 8-11, 2015. The winning slogan was submitted by Dirk Braun.

Many of us believe Aspen is a place where dreams come true, that’s one of the reasons we live here. Entrants were asked to follow their dreams and submit catch phrases between one and five words that not only embodied Aspen’s annual toast to winter, but also represented a vision of Aspen.

“Aspen is one of the most desirable destinations in the country and the slogan ‘drop in and dream’ can be interpreted in many ways,” said Braun. “Aspen is a place where you can make your dreams happen. Whether it’s dropping into your first double-black run for the first time, dropping into a show at the Belly Up for entertainment, or dropping into the new Aspen Art Museum to get inspired by an exhibit, Aspen truly has it all.”

Braun’s prize is one (1) pass to the 2015 FOOD & WINE Classic in Aspen. His slogan will appear on buttons, in print, and other promotional and advertising materials for the celebration.

Wintersköl™ dates back to a quiet January in 1951 when local Aspenites decided to celebrate Aspen’s unique alpine lifestyle with an eclectic weekend of festivities. While it was initially intended to bring crowds to town during Aspen’s slower season, it has since developed into one of high-season’s most cherished traditions, with several events dating back all the way to the first Wintersköl™.

For more information, or to get involved in this year’s Wintersköl™ Celebration, please contact: Julie Hardman, Senior Events Manager, 920-7146 or jhardman@aspenchamber.org

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