



Media Information

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BLEACHERS HEADLINE ANNUAL SUBARU WINTERFEST AT COPPER MOUNTAIN

Celebrate winter and the outdoors with three days packed full of activities, Subaru owner perks, sponsor giveaways, live music and more

COPPER MOUNTAIN, Colo. , Feb 14, 2018 - [Subaru WinterFest](#), an annual mountain lifestyle tour, returns to Copper Mountain, a POWDR resort, for an extended three-day event Feb. 16-18 with a special live performance by American indie pop act [Bleachers](#) on Saturday, Feb. 17 courtesy of [Harman Kardon](#).

Skiers, snowboarders, families and friends are invited to Copper for a weekend of celebration for all things winter kicking off on Friday, Feb. 16 with an Après Party with [Sirius XM](#) radio DJs Covino & Rich. Guests will be able to enjoy games and giveaways in Center Village from noon – 5 p.m. as part of the Subaru Winterfest Après Party.

Beginning at 10 a.m. on Saturday, Feb. 17, Copper's Center Village transforms into WinterFest Village with music, tiny houses, snacks and free demos from partner brands such as [Lib Tech](#), [Nordica](#) and [Shred Optics](#). In addition, daily giveaways will include prizes from [Ozo Coffee Company](#), [Solo Stove](#), [Thule](#) and more.

The fun continues Saturday with a live performance by Bleachers at 3 p.m. followed by the Subaru WinterFest Night at the Woodward Barn from 5-8 p.m. featuring skate and BMX sessions, ninja obstacle challenge, dodgeball and an autograph session with pros from Nordica and Lib Tech teams.

On Sunday, Feb. 18, Subaru does it all over again with a fully activated WinterFest Village, giveaways and a live performance by Boulder-based 80's cover band [The Goonies](#) at 3 p.m.

Subaru owners will enjoy special perks all weekend including free parking for the first 40 Subaru vehicles in Copper's Beeler Lot on Saturday and Sunday. In addition, guests staying in Copper Mountain Lodging during WinterFest weekend will receive a free pair of Harman Kardon headphones, while supplies last, when they show their Subaru key upon checking in. For Subaru enthusiasts looking to take their sporting skills to a new level, [Woodward Copper](#) is offering 20 percent off Intro and Drop-In Sessions at the Barn all weekend long when guests show their Subaru key.

For a full lineup of Subaru WinterFest events, activities and perks, visit coppercolorado.com.

For more information on Subaru WinterFest, please visit www.subaru.com/events or follow #SubaruWinterFest.

About Copper Mountain:

Located just 75 miles west of Denver, Colo. in the heart of the Rocky Mountains, [Copper Mountain Resort](#) is an ideal vacation destination with a laid-back and inclusive vibe that represents the best of Colorado. Three pedestrian-friendly village areas provide a vibrant atmosphere with lodging, retail outlets, restaurants, bars and family activities. During the winter months, Copper's naturally-divided terrain offers world-class skiing and riding for all ages and abilities. Each summer, the mountain transforms into an unspoiled playground for hikers, mountain bikers and those seeking a genuine Colorado experience. Copper Mountain Resort boasts curated events year-round and is home to [Woodward Copper](#) – a lifestyle and action sports progression center. Copper Mountain is part of the [POWDR Adventure Lifestyle Co.](#) portfolio, a family-owned company that believes there is nothing better for your soul than to spend time with the people you love, doing the things you love

Copper is currently undergoing \$20 million in capital improvements that are designed to hold true to its philosophy of being local at the core with refreshing Raised on Colorado experiences. Projects include the new Rocky Mountain Coaster, a new high-speed quad chairlift, three new dining options, a new and improved retail location and an upgrade to RFID ticketing. To learn more about these projects, click [here](#).

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing plant to be designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA and the SOA Foundation have donated more than \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do. For additional information visit [media.subaru.com](#). Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).