



FOR IMMEDIATE RELEASE

Media contact:

Kimberly Johnston

970-547-4036

[kjohnston@breckgv.com](mailto:kjohnston@breckgv.com)

## **Breckenridge Grand Vacations Adopts the Peaks Trail**

Breckenridge Grand Vacations, the developers of Gold Point Resort, Grand Timber Lodge, and the Grand Lodge on Peak 7, once again participated in the Adopt-a-Trail project this summer. Through the Friends of the Dillon Ranger District, a local non-profit that hosts community-based volunteer projects each year to address forest health issues, Breckenridge Grand Vacations adopted the section of the Peaks Trail that begins just behind the Grand Lodge on Peak 7. The Peaks Trail is a very popular trail that receives extremely heavy use, and Breckenridge Grand Vacations set aside four days this summer to ensure that the trail remains a great resource for our locals and visitors for years to come.

A few Breckenridge Grand Vacations employees served as trained crew leaders for the Adopt-a-Trail project, with onsite supervision by Friends of the Dillon Ranger District staff. There were four work days for this summer's Adopt-a-Trail project, which were June 25-26 and July 27-28. Each work day started at 9am and lasted until 3pm, with a Breckenridge Grand Vacations sponsored cookout at the end of each day. The trail work varied in type and intensity so that there was something that everyone could do, as some volunteers were as young as 5 years old.

Breckenridge Grand Vacations is well known for its community involvement, philanthropic efforts and eco-friendly initiatives. The company has received The Summit Foundation Outstanding Philanthropic Business of the Year Award, which recognizes the generosity of Breckenridge Grand Vacations for their commitment to take a leadership role toward philanthropy and community involvement. Breckenridge Grand Vacations has also received the American Resort Development Association's Project of Excellence Award, which recognizes a company that has attained the highest level of excellence both in its community and in the resort business. The company has sponsored semi-annual blood drives to benefit the Children's Hospital, the annual Wounded Warrior family Ski Week Project, and the annual Christel House Open in addition to creating a donor advised fund for The Summit Foundation and matching employee contributions to The Summit Foundation. Breckenridge Grand Vacations has also

implemented an impressive recycling program and instituted a companywide Green Team to promote eco-friendly practices throughout their organization.

If you would like to learn more about the Adopt-a-Trail project and how you can get involved next summer, please contact Kaira Adam at 970-547-4008 or send an email to [kadam@breckenridgegrandvacations.com](mailto:kadam@breckenridgegrandvacations.com). If you would like to learn more about Breckenridge Grand Vacations and its family of resorts, please visit [www.breckenridgegrandvacations.com](http://www.breckenridgegrandvacations.com).

# # #