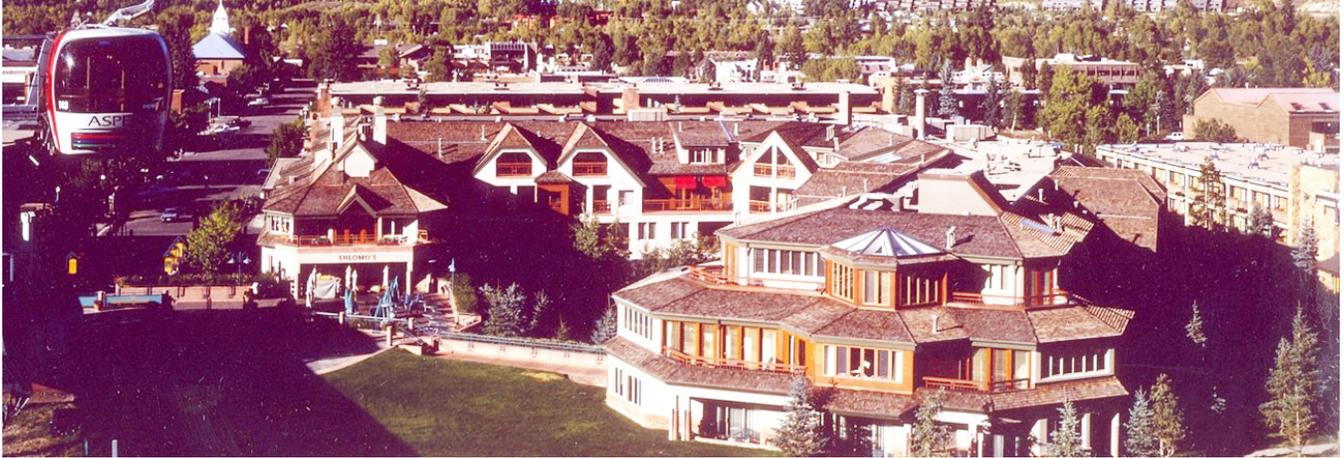




For more information, please contact:
May Selby, public relations, 970.544.6269
mselectby@thelittlenell.com



CHEERS TO 30 YEARS! THE LITTLE NELL TURNS 30.

Aspen, Colo. (September 26, 2019) – The Little Nell first opened our doors on Thanksgiving Day of 1989. Three decades later, our guests have become dear friends whom we welcome back each year and our staff have become like family, leading interesting lives not only in Aspen, but all over the world. Since our debut, we've opened more champagne than is imaginable, introduced new restaurants both at the hotel and at the top of Aspen Mountain, renovated multiple times, hosted fabulous dinners and events, and celebrated with thousands of couples for their weddings and receptions. It's time to celebrate! As pearl is the traditional gift given for a 30th anniversary and a versatile symbol of both accessibility and exclusivity, we invite you to join us for this ski season-long **Pearl Anniversary** celebration. Festivities begin this Thanksgiving, on Nov. 28, 2019 and continue through April 2020 with partnerships, promotions, and of course, parties. Please see below for details with more announcements to follow.

Tell Us Your Nell Story – Submit your story and enter for a chance to win prizes. We invite you to share your memories at The Little Nell from over the years for a chance to win a grand prize of a deluxe, two-night stay, as well as an assortment of other exciting prizes. Reminisce about your favorite experiences and relive them with us in the form of a written story, photos and/or videos. Submissions accepted through March 1, 2020. [Visit nell30.com](http://nell30.com) to submit your story.

The Little Nell's 30th Anniversary Rollback Rate, offered for one night only on Thanksgiving. Stay with us on Thursday, Nov. 28, for a nightly rate of \$289 + tax and resort fee for a town side, standard room or 30% off all other rooms/suites. Limited availability – contact reservations for details – 855.920.4600 or stay@thelittlenell.com.

Join us for a **Dinner Through The Decades** on Friday, Nov. 29, at element 47. Executive Chef Matt Zubrod will be joined by George Mahaffey who served as executive chef in the 1990s when the restaurant was most notable for its American-Alpine Cuisine and world-wide recognized wine list. While at the helm, Chef Mahaffey won the prestigious James Beard Award for Best Chef: Southwest. Wines will be paired by Little

Nell Wine Director Chris Dunaway and Master Sommelier Bobby Stuckey of Frasca Food and Wine in Boulder, Colo. Stuckey served as wine director at The Nell when *Wine Spectator* first presented the hotel with the prestigious Grand Award, which we have earned every year since. The five-course, prix-fixe menu is offered for \$150++ with wine pairings or \$89++ for dinner only.

The hotel's holiday décor will be awash in pearl hues with twinkle lights, wreaths and ornaments. Bask in the winter wonderland ambiance at our annual **Tree Lighting** on Sunday, Dec. 8, from 5 – 6 p.m., which is open to the community and benefits the Aspen Animal Shelter who will bring their “reindeer pups” for photos with Santa. Complimentary cookies and cocoa from Little Nell Pastry Chef Amy Andrews will be served and The Aspen Middle School Choir will lead the holiday caroling.

On Friday, Dec. 13, we will unveil our **Winter Wall** over the pool. Each summer at The Nell, the courtyard is enlivened by blooming gardens with the pièce de résistance being a colorful, living wall of flowers. This ski season, see the winter version – further details to come.

Party Like It's 1989, a nod to the year The Little Nell opened, on Saturday, Dec. 14, at our après-ski extravaganza from 3 – 9 p.m. The party kicks off at Chair 9 with a DJ spinning from 3:30 – 7:30 p.m. while the courtyard will offer fireside seating areas, cocoa cocktails and an outdoor screening of iconic ski flicks. Starting at 6 p.m., join us Downstairs at The Nell with an '80s cover band and costume contest featuring a chance to win a deluxe winter stay at the hotel. Enjoy complimentary appetizers and a cash bar serving '80s themed cocktails and more. Suggested attire: vintage ski apparel.

Specialty drinks from the element 47 bar include the return of the **Montagna Martini**, as well as our signature White Cosmo, rebranded as the **Pearl Cosmopolitan** this season, featuring an ice sphere with pressed flower petals from our summer gardens. Each cocktail is offered for \$16.

For our Pearl Anniversary celebration, the world's your oyster at The Little Nell on New Year's Eve. Ring in 2020 at **The Dom Pérignon Party**. Enjoy bottomless Dom Pérignon and top-shelf liquor, indulge in savory bites all night and sip cocktails by the Pearl Ice Bar. Multiple live music and entertainment acts are spread through three distinct venues - live Jazz in the Hennessy Lounge; DJ Cyn spinning in the Belvedere Lounge; and dueling DJs in the Dom Pérignon Lounge.

All tickets go on sale starting Friday, Oct. 4, at 10 a.m. MST. with tiered ticket pricing:

- 48-hour flash sale on General Admission: 100 tickets available for \$350++ between Oct. 4 at 10 a.m. MST – Oct. 6, at 10 a.m. MST.
- Tickets are \$500++ between Oct. 6 at 10 a.m. MST – Nov. 28.
- Tickets are \$650++ after Nov. 28 (Nov. 29 – Dec. 31).
- VIP tickets are \$12,000++ for up to eight guests, ensuring accelerated entry into the party, elevated private table seating, bottle service and a butler.

For the ultimate slopeside experience, gather your clique for **Clicquot Cats**, presented by The Little Nell, Veuve Clicquot and Aspen Skiing Company. This all-inclusive, fireworks experience combines Five-Star service and large format champagne along with coveted access to Aspen Mountain. Arrive to a private lounge area inside Aspen Mountain's Silver Queen Gondola building, complete with a DJ and Veuve Clicquot bar. Ride in your private snow cat to a VIP seating area atop Little Nell ski run with plush blankets, a fire pit and

overlooking the glittering city of Aspen. A dedicated server will pour Veuve Clicquot La Grande Dame by the jeroboam complemented by caviar, blinis, and other savory delights. Three cats are available for both the 8 p.m. and midnight fireworks displays. \$10,000++ per snowcat, which includes up to 12 guest spots, plus food and beverages.

Exclusively made for The Little Nell's Pearl Anniversary, **Betteridge at The Little Nell** has created a custom Aspen leaf pendant made of mother of pearl with "Nell Aspen" etched on one side, which will be available this winter. Pricing and details are forthcoming. Founded in 1897, Betteridge is one of the most well respected family-owned jewelry and watch businesses in the world, offering customers world-class quality and style that endures.

The Health Center at The Nell has created two new spa treatments. The **30-Minute Oxygen Facial** featuring Atoxylene Serum and an eye/lip mask for \$89 ++, exclusively offered from Nov. 28 – Dec. 31. Also, the **DirtyThirty Body Treatment** – a pumpkin scrub applied to the back and feet along with a pumpkin facial with June Jacobs skincare. Ideal for aging skin, free radical damage, fine lines and wrinkles and loss of firmness. This 80-minute treatment costs \$289++ and will be offered all ski season.

Enjoy **Promotions on the 30th of the Month** from November 2019 through March 2020 (with the exception of February 29 for Leap Year):

- Nov. 30 – Receive a pair of BaubleBar pearl earrings when ordering our Pearl Cosmopolitan cocktail at element 47's restaurant, bar or in the living room. \$16, limited supply of 30 total.
- Dec. 30 – Enjoy 30% off select items in the boutique, served with The Nell's signature champagne, René Geoffroy Expression Brut.
- Jan. 30 – Order Ajax Tavern's famous truffle fries and the first 30 tables receive them for free, starting at 11:30 a.m. when we open for service.
- Feb. 29 – Join us for après-ski at Chair 9 and enjoy a one-day only drink special with our "Leap Year" cocktail.
- March 30 – Take part in an après-ski wine tasting in the Red Light Lounge, the legendary cellar at The Nell, with our sommeliers for \$30++/person from 5:30 – 6:30 p.m.

Look back at the history of The Little Nell's landmark location each week at our **Aspen History Tour Fireside Chats**. Summer hunting ground of the Ute tribe, miner's den, railroad depot, grazing pasture for the Aspen Dairy, ski lift, rollicking tavern and now a Five-Star, Five-Diamond boutique hotel. Presented by the Aspen Historical Society on Fridays (Dec. 6, 2019, through April 10, 2020). Meet in the lobby at 10 a.m. for the one-hour long presentation. Prices are \$15 for adults, \$12 for seniors and no charge for ages 18 and under free (must be accompanied by an adult). Complimentary for guests of The Little Nell and Residences at The Little Nell. No reservations necessary.

###

About The Little Nell

Cosmopolitan yet intimate, contemporary yet timeless, The Little Nell invites guests to experience Aspen's only Forbes Five-Star, AAA Five-Diamond, ski-in/ski-out hotel – a Relais & Châteaux resort. For more information and for reservations, please call 888.The.Nell (888.843.6355) or visit www.thelittlenell.com.