



PURGATORY



PRESS KIT
Summer 2025

Media Contact

Theresa Graven
theresa@treehousepr.com
+1 970 764 7783



S U M M E R 2 0 2 5

COMPANY PROFILE

Durango, Colo. — Purgatory Resort, one of Colorado's most family-friendly ski resorts, offers a year-round mountain experience after the snow melts. This summer, Purgatory continues to elevate summer on the mountain with family-friendly activities and signature events.

Starting June 14, Purgatory will be open daily from 10 am to 5 pm through August 17, followed by weekend operations Friday through Sunday, August 22 to October 5; plus Labor Day on Monday, September 1, 2025.

Purgatory is tucked away between Durango and Silverton along the San Juan Skyway, on the southern edge of the San Juan Mountains. Purgatory's Village Plaza base area is home to a vibrant collection of family-friendly attractions, lodging, retail shops, restaurants, and bars. This summer, Purgatory offers a range of family-friendly attractions, including the Mountain Coaster, Alpine Slide, Treasure Panning, Twilight Lake Board & Boat, and Scenic Chairlift Rides on Lift 4.

The 2025 summer event lineup features Summer Brew, Total Archery Challenge, the Mushroom Hunt and Mushroom & Wine Dinner, live music on Fridays, and mountain bike clinics and group rides from Purgatory Sports in downtown Durango.

Purgatory is making the most of the summer season by investing over \$6 million in capital improvements in preparation for winter 2025–26. From infrastructure updates to mountain upgrades, these projects are designed to support year-round operations and enhance the overall guest experience. Some summer operations, including the Bike Park, will be temporarily paused while mountain operations focuses on major improvements, including the installation of a new chairlift, an expanded trails network and snowmaking.

During the winter months, Purgatory features 107 trails, 4 terrain parks, 11 lifts, and 1,635 skiable acres of steep tree skiing and wide-open cruisers; plus Colorado's largest guided snowcat operation. OnTheSnow.com named Purgatory the No. 1 ski area for beginners in North America in the 2024–2025 Visitors' Choice Awards. Discover more at Purgatory.ski.



Purgatory Resort kicks off summer on June 14 with on-mountain activities, live music and a full lineup of signature events

Durango, Colo. – (June 6, 2025) – Purgatory Resort celebrates summer with family-friendly mountain activities, live music and signature events. On-mountain attractions, including the Alpine Slide, Inferno Mountain Coaster, Scenic Chairlift Rides on Lift 4, Treasure Panning, and Twilight Lake Board & Boat begin on Friday, June 14.

Guest-favorite summer events return to Purgatory this season, including Summer Brew craft beer and music festival, Mushroom Hunt and Mushroom & Wine Dinner, Carve Wars chainsaw art competition, Mountain Marmot Trail Run, plus the debut of Total Archery Challenge at Purgatory, the premier 3D archery event in the U.S.

Signature Events

New this year, Purgatory Resort welcomes the [Total Archery Challenge](#) to the San Juan Mountains, July 11 to 13. The challenge invites archers of all skill levels to test their abilities on professionally designed alpine courses. The three-day event features a vendor village, live music, food and drinks, and family-friendly activities.

Purgatory's summer lineup also includes a series of returning favorites that celebrate the best of the season through food, drink, art and adventure. Raise a glass to summer at the Summer Brew Festival on June 28, featuring unlimited samples from local breweries and live music.

From August 1–3, Carve Wars competition features elite chainsaw artists transforming logs into works of art, and a live auction. Partial proceeds benefit local nonprofits. For those seeking culinary adventures, the annual Mushroom Hunt takes place August 18, followed by the Mushroom & Wine Dinner on August 29, featuring a five-course menu foraged in the San Juan Mountains, paired with wine. On September 20,

the Mountain Marmot Trail Run challenges runners with a 12.2-mile course from base to summit and back, framed by fall colors.

Downtown Durango Monthly Free Bike Events & Community Rides

This summer, Purgatory Sports at 2615 Main Avenue in downtown Durango is bringing the cycling community together with a lineup of free, in-town bike events for riders of all ages and abilities. From informative clinics to inclusive group rides, there's something for everyone looking to build confidence, sharpen their skills and enjoy the camaraderie of the local bike community. Free demo bikes are available, while supplies last.

- ▼ **Mountain Bike Basics Clinic** (monthly, starting May 21) – This free, all-levels session offers practical, hands-on tips for basic bike maintenance, summer gear essentials, and quick tune-up techniques.
- ▼ **Women's Mountain Bike Basics Clinics** (monthly, starting May 28) – Led by experienced female riders, these in-store clinics provide a supportive, no-pressure environment to build confidence on the trail. Topics include gear selection, maintenance skills and riding tips.
- ▼ **Monthly Group Rides** (starting May 15) – Join monthly, no-drop group rides led by experienced riders. Open to all ability levels, these summer rides are a great way to connect with the community, explore new routes, and ride in a welcoming, supportive atmosphere.

Live Music and Village Plaza Base Camp

Relax and unwind at the San Juan Sessions featuring live music on the plaza, select evenings throughout the summer from 4 pm to 6:30 pm, starting June 21. The Village Plaza base area features a variety of family-friendly activities, including the Alpine Slide, Inferno Mountain Coaster, Scenic Chairlift Rides (Lift 4), Treasure Panning, and Twilight Lake Board & Boat. Activity passes are available for advance purchase or on-site at the ticket window.

Summer Lodging Packages

The Village Plaza base area at Purgatory provides an ideal basecamp for summer adventure with access to hiking, scenic chairlift rides, family-friendly activities, retail, dining and events. Purgatory Resort is offering discounted lodging packages for summer travelers looking to explore Colorado's San Juan Mountains. Visit purgatory.ski/summer-lodging-deals for a complete list of summer lodging packages.

Winter 2025-26 Capital Improvements

Purgatory is making the most of summer with more than \$6 million in capital improvements ahead of winter 2025-26. From infrastructure upgrades to on-mountain enhancements, these projects will support year-round operations and set the stage for an elevated guest experience. Most notably, this includes the installation of a new chairlift, expanded trails network and snowmaking. Some summer operations, including the Bike Park, will be temporarily paused while mountain operations teams focus on construction and capital improvements.

This summer, Purgatory will be open daily from 10 am to 5 pm through August 17, followed by weekend operations, Friday through Sunday, August 22 to October 5; plus Labor Day on Monday, September 1. Visit purgatory.ski or follow on [Instagram](#) and [Facebook](#).



Purgatory Resort Brings Total Archery Challenge to Southwest Colorado

Durango, CO — (April 2, 2025) — Purgatory Resort is thrilled to host the Total Archery Challenge—the nation’s premier 3D archery event—for the first time this summer, from July 11–13, 2025. Registration opens today, April 2, at totalarcherychallenge.com, and excitement is already building for one of the largest outdoor recreation events in the region.

With more than 4,000 participants and spectators expected, the event is anticipated to deliver a significant economic boost to La Plata County, attracting archery enthusiasts and their families from across the country. In addition to the multi-day competition, the event includes a vendor village, live music, food and drinks, and activities for all ages, creating a vibrant, family-friendly atmosphere at the base of the resort.

“This is a major win not only for Purgatory, but for the entire Durango area,” said Matt Ericksen, Marketing Director of Purgatory Resort. “Total Archery Challenge has built a loyal following nationwide, and hosting it for the first time at our resort speaks to the caliber of terrain and community we have here. We’re proud to welcome so many visitors to experience our mountain.”

Total Archery Challenge is known for its professionally designed courses, which push archers of all skill levels to test their abilities against natural obstacles, elevation changes, and challenging distances—all set against stunning alpine scenery.

As an added benefit, registered participants will receive 15 percent or more off lodging at Purgatory Resort, making it easier for families and friends to enjoy a full weekend in the San Juan Mountains. In addition, participants will also have the option to camp onsite at Purgatory, offering a unique way to stay close to the action and enjoy the mountain atmosphere.

Additional details will be shared soon. Early registration is strongly encouraged, as events typically sell out. To learn more and register, visit totalarcherychallenge.com.

SAN JUAN SKYWAY SCENIC BYWAY

