

Make Some Holiday Memories

By Tracie Heffernan



Most people who grew up near New York – and many who didn’t – know the magic of FAO Schwarz. The iconic Manhattan toy store with entire floors dedicated to play and imagination, toy soldiers at the door, life-sized LEGO displays and a legendary giant piano has lured the young at heart for decades. This holiday season, families can find the same magic captured by America’s oldest toy emporium in the snow-globe ski town of Park City, Utah.

Ski chalet manager Resorts West, a family-run company based in the Wasatch Mountains, has partnered with FAO Schwarz to create a ski vacation package that mimics Santa’s own delivery system. The Holiday Memories Package, available at any Resorts West property throughout December, allows parents to choose a selection of age-appropriate holiday gifts from an extensive list of FAO Schwarz’s most popular items. Like Santa’s elves, Resorts West’s concierge staff purchases, ships, wraps and arranges gifts ahead of a family’s arrival, so

kids walk into their ski home to see a display of imagination-inspiring toys in the setting of a winter wonderland. Parents will feel a different kind of holiday cheer when they are warmly greeted by a private concierge who checks them right in.

In an era where parents often have limited time to spend with their children amid the chaos of meetings, soccer practice, schoolwork and business trips, the Holiday Memories Package offers a chance for families to reconnect with

Enjoy the Magic of FAO Schwarz in Park City

moments that will make kids smile years into the future.

“We know that for many families, the holidays are one of the few times when they can spend quality time together,” said James Ballstaedt, president and co-founder of Resorts West. “It means a lot to us that we can be a part of that. We strive to create unforgettable holiday experiences for our guests and we can’t think of a more unforgettable way to spend Christmas than with FAO Schwarz.”

For Ballstaedt, who formed Resorts West in 1999 with his brother Joe, who serves as CEO, the partnership complemented a long-standing family-centric approach within the company.



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The company focuses almost exclusively on family accommodations, featuring slope-side condos, townhomes and large ski-in/ski-out chalets for groups of up to 20 guests. Services include everything from pre-arrival grocery delivery to childcare and baby equipment rentals. Resorts West’s concierge staff can recommend family-friendly restaurants, off-mountain activities and unique experiences like watching Olympic Trials events.

“We love working with families to create the perfect vacation,” said Resorts West Guest Services Director Becky Plaizier. “Whether we’re arranging a hot air balloon adventure for a family of five or a private chef for a mini reunion of 20, we love using our intimate knowledge of Park City to surprise and delight



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our guests. Working with FAO Schwarz to help families plan Christmas is a dream come true for us. It's something we're excited to do."

The Resorts West Holiday Memories package, available throughout December, allows families to shop from a list of FAO Schwarz's most popular toys, some of which may

tempt parents to add a few nostalgic items for themselves. The extensive list features everything from life-sized stuffed animals to an over-sized piano dance mat like the one made famous by Tom Hanks in the movie *Big*. Send kids cruising in style on an electric skateboard or scooter, or remind them of simpler times with Madame Alexander dolls and LEGO sets.

Resorts West's concierge staff is only limited by a guest's imagination, having delivered and decorated Christmas trees, arranged for menorahs, coordinated holiday feasts prepared by a private chef and even scheduled visits from Santa himself.



en suite baths, ski-in/ski-out access, game rooms, theaters, fitness rooms and saunas. All guests receive hotel-like services including daily housekeeping, complimentary car service throughout Park City and private concierge service.

Some homes also feature kid-specific amenities, including ski access to beginner slopes, 'Kids Only' playrooms and bedrooms specifically designed with kids in mind. Whether you have little ones or budding extreme skiers, Park City's luxury vacation homes can turn your holiday vacation into an unforgettable adventure – particularly when you add the surprise of an over-the-top toy display by FAO Schwarz.

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Starting at \$40,000 Starting at \$40,000 plus taxes and fees for a five-bedroom private home, the Holiday Memories Package features seven nights' lodging, gift purchase and delivery, toy staging prior to arrival, and shipment back to the guest's residence after they return home. (Shipment outside the United States may require an additional fee.) Customized packages at smaller properties are also available. For the best possible execution, Resorts West requests 30 days' advance notice on all reservations.

Resorts West offers slope-side mountain homes at each of Park City's three world-class ski destinations: Deer Valley Resort, Park City Mountain Resort and Canyons Resort. Properties include gourmet kitchens,



You've been good this year. You deserve some fun. For more information on Resorts West and the Holiday Memories Package with FAO Schwarz, please visit www.ResortsWest.com or call 877.773.1117.