



A DESTINATION HOTEL®

NEWS RELEASE

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The Gant, A Destination Hotel, is Home to Aspen's First Little Free Library

New vacation reading club encourages adults and children to read, explore and have fun!

ASPEN, Colo. — Nov. 6, 2017 — Life is full of bookmarks that recall different places and experiences in our lives. Unlike everyday occurrences, vacations are special bookmarks that provide golden opportunities to broaden horizons and nurture inspired passions, like reading books. Today, [The Gant, A Destination Hotel](#) has launched a new literacy initiative designed to motivate adults and children to read, explore and have fun while vacationing in Aspen. This initiative includes access to Aspen's first two [Little Free Libraries](#), a keepsake history coloring book from the [Aspen Historical Society](#), a top five list of inspired reading spots in Aspen and a suitcase full of prizes and snacks to reward reading accomplishments. Guests that use #ReadingAtTheGant and post pictures of their family reading on property, completing the coloring book or visiting a top reading spot will be entered to win a one night stay at the end of the winter season, April 2018.

This complimentary resort service is available to guests of all ages. Built upon Little Free Library's mission to inspire a love of reading, build community, and spark book exchanges, The Gant created a program that combines the art of travel and reading to create a cherished life bookmark.

- Each guest will receive a bookmark upon check-in that includes information about The Gant's Little Free Libraries program.
- 24x7 access to two on-property Little Free Libraries stocked with adult and children's books. The idea is simple. Take a book, read a book, or leave a book. Enjoy! Libraries are located at each of the The Gant's pool areas.
- To encourage the longevity of the Little Free Libraries and the Traveling Bookmark program, each guest that donates adult or children's books to The Gant will receive an *I Support #ReadingAtTheGant* pass valid for one free cup of house coffee or hot chocolate at Pepperjack's Café. Books must be submitted at the front desk.
- Children that finish the entire history coloring book and show the front desk will receive a reading pouch that includes a variety of snacks and prizes from The Gant.

Top Five Inspirational Reading Spots in Aspen

Books are an invitation to step out of our day-to-day routine. Keeping in line with this idea, the team at The Gant compiled their top five favorite places to read, learn and embrace life's unordinary moments.

1. [John Denver Sanctuary](#) – Nestled in the heart of Aspen near the Roaring Fork River, this idyllic locale boasts one of the largest perennial flower gardens in North America and a Song Garden featuring many of the iconic singer's lyrics etched into native river boulders.
2. [Explore Booksellers](#) – A favorite destination for visitors and locals alike, Explore Booksellers curates a large collection of books ranging widely in subject matter, all of which are located charmingly in various nooks and crannies of a historic Victorian home.

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3. [Aspen Center for Environmental Studies](#) – A 25-acre nature preserve and environmental learning center, the preserve is home to resident birds of prey and lush riparian ecosystems including woodland, meadow, pond and marsh communities.
4. [Aspen Art Museum, SO Café](#) – This non-collecting institution presents the newest, most important evolutions in international contemporary art. SO Café, located on the top floor, provides unprecedented views of Aspen Mountain and Independence Pass.
5. [Aspen Sundeck](#) – Reaching an elevation of 11,212 feet, the Silver Queen Gondola takes guests to the top of Aspen Mountain for unrivaled views of the Aspen Highlands and Highland Bowl. The top of “Ajax” (the local’s moniker) boasts a Sundeck perfect for inspired reading and creative fare.

For more information about The Gant, please visit www.gantaspen.com or call 800.549.0530.

About The Gant, A Destination Hotel

The Gant combines the comforts and conveniences of home with the pampered touch of resort-inspired guest services and amenities. Long regarded Aspen's finest condominium resort, The Gant boasts a distinct collection of privately-owned, luxury condominiums and residences ideally suited for leisure or meeting excursions in the mountains. Situated in a tranquil enclave at the base of Aspen Mountain, The Gant affords guests convenient access to world-class shopping, dining, culture and all-season outdoor experiences. Follow us on Twitter: @[TheGantAspen](#). Like us on Facebook: [GantAspen](#)

About Destination Hotels

Destination Hotels (Destination) is a collection of luxury and upscale independent hotels, resorts and residences across the United States and Caribbean. Offering authentically-immersed and enriching experiences, each property is individual at heart, yet connected by a commitment to drawing upon the best of each location. Highly distinct, the Destination experience is always memorable and matchless; guests will feel the locale in a genuine way through each property and during the engaging moments cultivated both in and outside of them. Continuously growing with more than 40 properties, the award-winning portfolio features 19 renowned golf courses, 18 indigenous spas, and 105 exceptional bars and restaurants. Destination Hotels are true to our place; diverse by design. For more information, visit www.destinationhotels.com. Follow us on Twitter: @[Destination](#). Like us on Facebook: [DestinationHotels](#).

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