



**For Immediate Release**

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**2003-2004 BEAVER CREEK SNOWSHOE ADVENTURE SERIES KICKS OFF  
DECEMBER 13 AT BEAVER CREEK RESORT**

**BEAVER CREEK, Colorado**— Prepare to venture off the beaten path Saturday, December 13, as the 2003-2004 Beaver Creek Snowshoe Adventure Series kicks off at Beaver Creek Resort.

The opening race in the four-event series, produced by Vail-based Highline Sports & Entertainment, will feature a 10K run, the East-West 5K Quest, Dash for Cash and the Kid's K, a one kilometer trot, designed to provide juniors with an introduction to the world of snowshoeing. All activities are slated to get underway at 11 a.m.

The 2003-2004 Beaver Creek Snowshoe Adventure Series is presented by Beaver Creek Resort, Atlas Snowshoe Company, BMW and Nike ACG.

"Snowshoeing is an extremely fast growing sport due to its accessibility. The open terrain is endless," explained Highline's Jeff Brausch. "It also provides a unique opportunity for athletes of all ages and abilities to experience the outdoors at their own pace, literally."

The first three events in the series, scheduled for December 13, January 10 and February 21 will start at the base of Beaver Creek Mountain, near the Strawberry Park Express Chairlift. The final event in the series, the North American Snowshoe Championships, on tap for March 13, will start at McCoy Park, located at the top of the Strawberry Park lift.

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## Beaver Creek Snowshoe Adventure Series

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The Atlas Snowshoe Company will provide complimentary snowshoe demos and Nike ACG will offer demo shoes for participants who do not own their own equipment or those wanting to check out the latest and greatest in snowshoe and shoe technology.

Following each race, the post-event party will take place on the Beaver Creek Village Plaza, adjacent to the Black Family Ice Skating Rink, featuring free food and beverages for all racers, along with prize presentations and raffle. The top three overall finishers in the 10K competition will win cash prizes, while the overall top three in the 5K division will win merchandise prizes.

Registration for the Beaver Creek Snowshoe Adventure Series is available on-line at [www.bcsnowshoe.com](http://www.bcsnowshoe.com) or participants may register in person at Ptarmigan Sports in Edwards or Christy Sports in Avon and Vail. On-site registration is also available from 9 a.m. to 10:45 a.m. on race day, at the top of the Beaver Creek slopeside escalators, for an additional \$5 fee.

Series season passes are available for \$80, through December 13, and include entries to all four events, along with a free Nike ACG Therma-Fit zip jacket or Dry-Fit half zip top, valued at up to \$70. Individual race entries are priced at \$20, with day-of-race entries available for \$25. Pre-registration closes at 5 p.m. the day before each event.

The Beaver Creek Snowshoe Adventure Series benefits the Vail Breast Cancer Awareness Group, a local nonprofit organization dedicated to the education and early detection of breast cancer.

The 2003-2004 Beaver Creek Snowshoe Adventure Series is presented by Beaver Creek Resort, Atlas Snowshoe Company, BMW and Nike ACG and sponsored in part by East-West Resorts, Peak Dentistry, Beaver Creek Merchants Association, Nature Valley Granola Bars, the Vail Daily, KZYR-The Zephyr and KVBA-TV8.

For additional information on the 6<sup>th</sup> Annual Beaver Creek Snowshoe Adventure Series, visit [www.bcsnowshoe.com](http://www.bcsnowshoe.com). For more information on Highline Sports & Entertainment, contact (970) 476-6797 or visit [www.gohighline.com](http://www.gohighline.com).

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