



**For Immediate Release**

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**Beaver Creek Snowshoe Adventure Series Makes Tracks**  
**Starting December 11**

**BEAVER CREEK, Colorado** — It's that time of year again. Time to get out the winter clothes and, of course, snowshoes. The four-event series gets off to a running start this Saturday, December 11, at 11a.m. and continues throughout the winter season at Beaver Creek Resort.

Registration is now open at Ptarmigan Sports in Edwards, Colorado, or online at [www.bcsnowshoe.com](http://www.bcsnowshoe.com). Series season passes are available for only \$80, which includes entry into all four events, plus a custom Nike ACG gift. Individual race entries may also be purchased for each of the four events.

"We've watched our snowshoe numbers nearly double over the past three years," explained Jeff Brausch of Vail-based Highline Sports & Entertainment. "The continuing popularity of snowshoeing as a sport and the accessibility it offers has greatly contributed to the success of Beaver Creek's series."

The Beaver Creek Snowshoe Adventure Series features the Beaver Creek "Dash For Cash" a 50 yd. sprint, East-West 5K Quest a recreational walk and run, and a competitive 10K race for adults, as well as the Kids K for those participants 12-years-of-age and younger. The Kids K is free to kids accompanied by a parent.

Atlas Snow-Shoe Company will provide complimentary snowshoe demos and Nike ACG will offer demo Teocalli shoes for participants. All demos are available on a first come, first serve basis.

## Beaver Creek Snowshoe Adventure Series

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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 participants, 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.

Series events are also slated for Sunday, January 9 and Saturday, February 12, with the final competition, the North American Snowshoe Championships, on tap for Saturday, March 5. Please note that the January 9<sup>th</sup> race will be on a Sunday.

The Beaver Creek Snowshoe Adventure Series is brought to you by Nike ACG, Atlas Snow-Shoe Company, Slifer Smith and Frampton Real Estate and sponsored in part by East-West Resorts, Peak Dentistry, Beaver Creek Merchants Association, Steadman Hawkins Sports Medicine Clinic, Nature Valley Granola Bars, Ricola, Starbucks, the Vail Daily, KZYR-The Zephyr and KVBA-TV8.

For additional information on the 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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