



**For Immediate Release**

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**BEAVER CREEK SNOWSHOE ADVENTURE SERIES TREKS ON WITH  
JANUARY 10 EVENT**

**BEAVER CREEK, Colorado**—If one of your New Year's resolutions is to get more outdoor exercise this winter, check out the second race in the four-event Beaver Creek Snowshoe Adventure Series, scheduled for Saturday, January 10.

"Snowshoeing is an invigorating and worthwhile experience for all abilities," explained Scott McCormick, of Vail-based Highline Sports & Entertainment, the sports marketing and events company responsible for the Series. "Whether you choose a casual hike in the woods, a swift run on packed track, or an aggressive alpine climb, it's all possible with a pair of snowshoes."

The Beaver Creek Snowshoe Adventure Series features the Beaver Creek "Dash For Cash" a 50 yd. sprint, East-West 5K Quest and a competitive 10K race for adults, as well as the Kids K for those participants 12-years-of-age and younger. All activities will get underway at 11 a.m. at the base of the Strawberry Park Express Chairlift in Beaver Creek.

The January 10 course will take competitors on the Oxford Skiway, under Offerson Road and down to the Beaver Creek Golf Course. From there, participants will head back toward the mountain on the Charter Skiway. The 5K competitors then split off past the Highlander condos up Chair 2 Haymeadow and down the Meadows Skiway before retracing their steps to the finish. 10K competitors head up Meadows Skiway to Aspen Glade, down Cinch past Allie's Cabin, down Assay and then follow singletrack through the woods before heading for home.

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## Beaver Creek Snowshoe Adventure Series Race 2

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Registration for the January 10 event is now open online at [www.bcsnowshoe.com](http://www.bcsnowshoe.com) or in person at Ptarmigan Sports in Edwards and Christy Sports in Vail and Avon. Entries are priced at only \$20 in advance and just \$25 on race day.

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

The next Beaver Creek Snowshoe Adventure Series is slated for February 21, with the final competition, the North American Snowshoe Championships, on tap for Saturday, March 13.

### ABOUT HIGHLINE

Highline is a leading provider of sports and entertainment event marketing services to corporate America. Since 1995, the company has created turnkey event marketing programs, sponsorships and successful partnerships with many of the world's leading brands. Highline's high profile events have been staged at major venues throughout North America and have been seen by millions in person and through major broadcast media.

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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