



For Immediate Release

January 5, 2005

Media Contact:

Amy Hornyak

Highline Sports & Entertainment

(O) 970-476-6797 x108 / (C) 970-331-1250

amy@gohighline.com

Grab the kids and head to the Beaver Creek Snowshoe Adventure Series this Sunday, January 9th!

BEAVER CREEK, Colo. - The Beaver Creek Snowshoe Adventure Series' second event will take place this Sunday at 11am, starting at the base of Beaver Creek's Strawberry Park Express chairlift.

Open to participants of all ages and abilities, the Beaver Creek Snowshoe Adventure Series offers a "Dash For Cash" a 50 yd. sprint, the East-West 5K Quest a recreational walk and run, and a competitive 10K race for adults.

Don't forget to bring the kids along to introduce your little ones to the sport of snowshoeing with the Kids K, open to participants 5-12 years old. Following the Kids K, Beaver Creek Children's Theater will provide entertainment free of cost in the Vilar Center while the parents snowshoe.

Registration is now open at Ptarmigan Sports in Edwards or online at www.bcsnowshoe.com. Pre-registration is just \$20 per person. Day-of registration is available Sunday from 9-10:45 a.m. at the top of the escalators in Beaver Creek Village for \$25 per person. All participants must check-in on race day to receive a bib.

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

2-2-2-

Following the race, the post-event party will take place on the Beaver Creek Village Plaza, adjacent to the Black Family Ice Skating Rink. Free food and beverages will be available 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.

The Series continues Saturday, February 12, and comes to a close Saturday, March 5, with the North American Snowshoe Championships, which take place in McCoy Park.

Race participants and guests may park for free in the Bear Lot (formerly West Lot) along Highway 6 in Avon. Guests will be directed to other lots when the Bear Lot reaches capacity. Shuttles run frequently from the lots to Beaver Creek Village.

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 information on the Beaver Creek Snowshoe Adventure Series visit www.bcsnowshoe.com. For information on reservations, snow conditions and activities in Beaver Creek call (800) 404-3535 or visit www.beavercreek.com.

###HSE###

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.