



For Immediate Release

February 16, 2004

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BEAVER CREEK SNOWSHOE ADVENTURE SERIES CONTINUES TO RUN STRONG WITH FEBRUARY 21 RACE

BEAVER CREEK, Colorado— The 2004 Beaver Creek Snowshoe Adventure Series continues to run strong with the third race in the four-event series set to take place in Beaver Creek Saturday, February 21.

Saturday's race marks the final event in the Beaver Creek Snowshoe Adventure Series prior to the North American Snowshoeing Championships, which will be held Saturday, March 13 at McCoy Park located at the top of Beaver Creek.

"We have seen a record-breaking turnout so far this series," explained Dave O'Connell of Highline Sports & Entertainment, the Vail-based sports marketing and events-company responsible for the Beaver Creek Snowshoe Adventure Series, "Our numbers are exploding with people anxious to join in on the fun. I expect the upcoming race to be charged with tremendous energy and enthusiasm leading up to the Championships in March."

Many standouts have commanded attention in the series to date. Vail's Josiah Middaugh captured two consecutive 10K wins and will bid for another solid victory in the third installment of the series. Among the women, Anita Ortiz of Eagle and Dillon's Danelle Ballengee have each claimed top honors in the Snowshoe Adventure Series 10K competitions to date.

The Beaver Creek Snowshoe Adventure Series features the Beaver Creek "Dash For

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Beaver Creek Snowshoe Adventure Series 3

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Cash”, a 100-yard sprint, East-West 5K Quest and a 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. Complimentary child-care is available for kids 6-12 with the BC Children's Center.

Registration for the February 21 event is available online at www.bcsnowshoe.com or in person at the Christy Sports in Vail and Avon or Ptarmigan Sports in Edwards. 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, Atlas Snow-Shoe Company, BMW and Nike ACG and sponsored in part by East-West Resorts, Peak Dentistry, Steadman Hawkins Clinic, Beaver Creek Merchants Association, Nature Valley Granola Bars, the Vail Daily, KZYR-The Zephyr and KVBA-TV8.

The final event in the series is slated for Saturday, March 13, with the 2004 North American Snowshoe Championships. Unlike the previous three races, the Championships Start/Finish will be located at the top of the Strawberry Park Express Chairlift in McCoy Park.

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 6th Annual Beaver Creek Snowshoe Adventure Series, visit www.bcsnowshoe.com. For more information on Highline Sports & Entertainment, contact (970) 476-6797 or visit www.gohighline.com.

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