



**For Immediate Release**

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**Media Contact: Amy Hornyak**  
**Highline Sports & Entertainment**  
**(O) 970-476-6797 x108 / (C) 970-331-1250**  
[amy@gohighline.com](mailto:amy@gohighline.com)

**Beaver Creek Snowshoe Adventure Series Makes Tracks  
to New Location in McCoy Park this Saturday**

BEAVER CREEK, Colo. – Snowshoers gain altitude this Saturday, February 12, as the Beaver Creek Snowshoe Adventure Series moves to McCoy Park. Start and finish, registration, expos, and Nike ACG and Atlas Snowshoe-Company demos will now be located at the top of the Strawberry Park Express chair lift. Activities begin at 11am.

“The organizers of the event agreed a change of venue would offer participants more variety in terms of course and scenery,” explained Amy Hornyak of Highline Sports. “In addition, utilizing Beaver Creek Resorts’ new parking area and lifts will comfortably alleviate the typical weekend skier congestion that snowshoers encounter.”

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, a competitive 10K race for adults, and a Kids K for children 5-12 years old. Following the Kids K, Beaver Creek Children’s Theater will provide entertainment free of cost in the Vilar Center while participating parents snowshoe.

Registration is now open at Ptarmigan Sports in Edwards or online at [www.bcsnowshoe.com](http://www.bcsnowshoe.com). Pre-registration is just \$20 per person. Day-of registration has changed location and is now available Saturday from 9-10:45 a.m. at McCoy Park for \$25 per person. All single event 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

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Snowshoers are encouraged to park in the Bear Lot, formerly known as the West Lot. Parking is free of charge. A complimentary shuttle will then transport snowshoers to the Beaver Creek Landing base area. Event registration is located at McCoy Park. To get there, take the Lower Beaver Creek Mountain Express Lift to the Upper Beaver Creek Mountain Express Lift. Event representatives will distribute pedestrian lift passes to participants without lift passes.

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 comes to a close Saturday, March 5, with the Jeremy Wright North American Snowshoe Championships again in McCoy Park.

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](http://www.bcsnowshoe.com). For information on reservations, snow conditions and activities in Beaver Creek call (800) 404-3535 or visit [www.beavercreek.com](http://www.beavercreek.com).

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