



For Immediate Release

December 14, 2007

Media Contact:

Amy Hornyak, Highline Sports & Entertainment

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

amy@gohighline.com

Beaver Creek Snowshoe Adventure Series Begins December 16 at Creekside Park

BEAVER CREEK, Colorado — Kick off the winter season with the Beaver Creek Snowshoe Adventure Series, as it returns to Beaver Creek Sunday, December 16 at Creekside Park. The Series hosts four events over the course of four months, including the Jeremy Wright North American Snowshoe Championships and the newly added Snowshoe Shuffle as the 4th and final event. Registration is now open online at www.bcsnowshoe.com. Season Series Passes and individual race entries are available.

"If you can walk you can snowshoe," explained Amy Hornyak of Highline Sports & Entertainment. "The Series offers an enjoyable experience for participants of all ages and abilities. Whether you tend to like the competitive side of the sport by racing the Larkburger 10k, or just want to spend an afternoon kicking up snow with friends and family in the East West 5k Quest, it's all possible at Beaver Creek."

Snowshoe registration is now open online at www.bcsnowshoe.com. Series season passes are available for only \$110 which includes entry into all four events, plus a custom Nike gift valued at over \$65. A Snowshoe Shuffle entry fee of \$35 is included in the Season Series Pass cost. Individual race entries may also be purchased for each of the four events.

The Beaver Creek Snowshoe Adventure Series features the "Dash For Cash" a 50 yd. all out sprint, East-West 5K Quest a recreational walk and run, a competitive Larkburger 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. No children under 5 please.

Beaver Creek Snowshoe Adventure Series

2-2-2

Nike and Atlas Snow-Shoe Company will provide limited FREE demos and basic instruction to participants prior to each race. All demos are available on a first come, first serve basis.

A post-race party following each event will take place on the Beaver Creek Village Plaza, adjacent to the ice skating rink, featuring free food and beverages for all participants, along with an awards ceremony 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 valuable merchandise prizes.

Series events are slated for December 16, January 13, the Jeremy Wright North American Championships February 10, and the Snowshoe Shuffle March 2 benefiting cancer prevention, education and early detection. The Series itself benefits the Steadman Hawkins Research Foundation. All races begin promptly at 11 a.m.

The 2007-2008 Beaver Creek Snowshoe Adventure Series is presented by Beaver Creek Resort, SoBe Lifewater, Nike, Volvo, Slifer Smith and Frampton Real Estate and Pepsi is sponsored in part by East West Resorts, Continental Airlines, Atlas Snow-Shoe Company, Larkburger, Steadman Hawkins Sports Medicine Clinic, Vail Dentistry, Vail Athletic Club, Ricola, KVBA-TV8 and KZYR-The Zephyr.

##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.