



**For Immediate Release
February 5, 2009**

**Make Some Stompin' Snowshoe Tracks This Sunday, February 8, at the Second
Beaver Creek Snowshoe Adventure Series Event**

- **Event Held at Beaver Creek's Creekside Park and Commence at 11a.m.**
- **New For the Second Event: Special Women's 5K Raffle in Addition to Post-Race Prizes and Raffle**

BEAVER CREEK, Colo.—February 5, 2009— Stick to your New Year's resolution and start stomping in snowshoes by signing up for the second Beaver Creek Snowshoe Adventure Series in the four-event series, this Sunday, February 8 at Beaver Creek.

Attracting first-time snowshoers, world-class premier snowshoe athletes and kids of all ages, the Beaver Creek Adventure Series provides attendees an opportunity to participate in a variety of on-snow events. Each event of the series includes the East West 5K Quest, a competitive 10K, Kids' 1K and a 100-yard Dash for Cash. Sunday's event will commence at 11 a.m. sharp at Beaver Creek's Creekside Park.

"If you haven't gotten a jumpstart on your New Year's resolution of getting healthy and fit, this weekend's snowshoe event is a fantastic opportunity to be active and enjoy the warm, sunny weather we've been experiencing this week," explained Natalie Fandrey of Highline Sports & Entertainment. "Run or walk with friends and family in the East-West 5K Quest, or for an additional challenge enter the competitive 10K. Either way, I hope to see everyone at Beaver Creek on Sunday!"

A post-event party and awards ceremony will take place on the Beaver Creek Village Plaza, adjacent to the ice skating rink, with complimentary food and beverages provided by Subway. The top three overall 10K finishers will receive cash prizes and the top three 5K finishers will receive merchandise prizes. All event participants are eligible to win post-race raffle prizes courtesy of many of the Series' sponsors. New for the second event will be a special Women's 5K Raffle in which the winner will receive a gift certificate to Allegria Spa for a 50-minute massage.

"The number of business and organizations supporting the Beaver Creek Snowshoe Adventure Series is outstanding," said Missy Johnson of Highline Sports & Entertainment. "The Vail Valley community is so active and giving; it's awesome. I think people will really be excited about the variety and abundance of raffle items this Sunday."

Individual race entry is \$25 in advance and available online at www.bcsnowshoe.com. Day-of registration is \$30 and will be available from 9-10:45a.m. at the base of the slope-side escalators in Beaver Creek. Atlas Snow-Shoe Company will provide a limited number of free snowshoes demos and basic instruction to participants prior to the event. In addition, the Beaver Creek Nordic Center will provide a limited number of snowshoe rentals. All snowshoes will be available on a first-come, first serve basis.

The Beaver Creek Snowshoe Adventure Series will continue with the Jeremy Wright North American Championships March 8, and the Snowshoe Shuffle April 5 benefiting the Shaw Regional Cancer Center. Registration for these events is available online at www.bcsnowshoe.com.

The Beaver Creek Snowshoe Adventure Series is presented by the Beaver Creek Resort Company, SoBe Life Water, Volvo, Continental Airlines and Subway, and is brought to you in part by Atlas Snow-Shoe Company, Nature Valley Granola Bars, East West Resorts, Slifer Smith & Frampton Real Estate, Vail Daily, Vail - Beaver Creek Magazine, KZYR The Zephyr and TV8 the Official TV Station of Vail and Beaver Creek Resorts.

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