



**For Immediate Release
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Beaver Creek Snowshoe Adventure Series 2009 Schedule Announced

- **2009 Event Series Dates Include: Sun., Jan. 11; Sun., Feb. 8; Sun., March 8 (Jeremy Wright North American Snowshoe Championships) and Sun., April 5 (Snowshoe Shuffle)**
- **Snowshoe Shuffle Benefits Vail Valley Non-profit Shaw Regional Cancer Center**
- **Event Series and First Event Pre-Registration is Now Available Online**

BEAVER CREEK, Colo.—December 22, 2009—The ninth annual Beaver Creek Snowshoe Adventure Series will once again make its way to Beaver Creek Sunday, January 11; Sunday, February 8; Sunday, March 8 and Sunday April 5, 2009. The Beaver Creek Snowshoe Adventure Series is the largest annual snowshoe series of its kind in North America. Season Series passes and first event pre-registration are now available at www.bcsnowshoe.com.

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. The winter-long event series includes the 5K East-West Quest, a competitive 10K, Kids' 1K, 100-yard Dash for Cash, slope-side sponsor expos, post-event plaza parties, the Jeremy Wright North American Snowshoe Championships and the ever-popular Snowshoe Shuffle that benefits Vail Valley non-profit Shaw Regional Cancer Center, an innovative, high quality cancer treatment center that focuses on restoring the mind and the body, empowering cancer patients to become cancer survivors.

“The Adventure Series attracts a wide variety of winter sport enthusiasts,” said Jeff Brausch of Highline Sports & Entertainment, the company that produces the event series. “We see everyone from world-class snowshoers to non-competitive families and singles. The Adventure Series is manageable and fun for any ability and any age.”

From January to April, Beaver Creek will host four Beaver Creek Snowshoe Adventure Series events. Each event will commence at 11 a.m. sharp with a Dash for Cash, followed by a 5K Run/Walk and a 10K Competitive race. 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.

“On-snow action is always followed by a post race celebration on the Beaver Creek Village Plaza,” said James Deighan of Highline Sports & Entertainment. “There’s a large array of food, drinks, awards and a world famous prize raffle following each event. It’s a fantastic opportunity to commemorate the event, meet fellow participants and win great prizes.”

In addition to races and post-race festivities, the Beaver Creek Adventure Series features unique charity programming. Benefiting Vail Valley based non-profit, The Regional Shaw Cancer Center, the Snowshoe Shuffle is held not only to raise support for winter athletics, but also to illuminate health and wellness resources for the wellbeing and energy of local communities.

A Beaver Creek Snowshoe Adventure Series pre-registration pass is available for \$110 until January 10, 2009 and includes a complimentary custom participant gift. Per race pre-registration is available for \$25 and closes at 5:00 p.m. the night prior to each event. Event day registration is also available for \$30 and will take place in Beaver Creek starting at 9 a.m. prior to each race. The Kids' 1K for children 12 years-of-age and younger is free for any child accompanied by a parent. Childcare resources will not be offered this year due to lack of demand. Online registration, as well as detailed event information is available at www.bcsnowshoe.com.

The Beaver Creek Snowshoe Adventure Series is brought to you by the Beaver Creek Resort Company, SoBe Life Water, Volvo, 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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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.