



**For Immediate Release
March 3, 2009**

**Jeremy Wright North American Snowshoe Championships Will Be Held This Sunday,
March 8th**

- **Event Celebrates the Memory of Vail's Jeremy Wright, An Avid Snowshoer and Local Competitor Who Died in Afghanistan in 2005**
- **Third Event in the Four-Event Series, Will be Held at Beaver Creek's McCoy Park and Will Commence at 11a.m.**

BEAVER CREEK, Colo.—March 3, 2009— Snowshoers will high step it up to Beaver Creek's McCoy Park this Sunday, March 8 for the Jeremy Wright North American Snowshoe Championships. Taking place at an elevation of nearly 10,000 ft., McCoy provides a scenic backdrop for the third event in the four-event Beaver Creek Snowshoe Adventure Series.

10K participants will vie for the title of North American Snowshoe Champion, while all participants will pay tribute to Vail's Jeremy Wright, an avid snowshoer and local competitor who died in 2005 in Afghanistan while serving the United States Army. To date, Seth Wealing has won both of the men's 10K races and Atlas' Keri Nelson has won both of the women's 10K races in the 2009 Beaver Creek Snowshoe Adventure Series.

"This particular race is very special to the organizers and participants of the Series," explained James Deighan of Highline Sports & Entertainment. "We celebrate the memory of our lost friend and fellow snowshoer Jeremy Wright by gathering together and enjoying the race as he had for so many years."

The Championships will start and finish at Beaver Creek's McCoy Park, located at the top of the Strawberry Park Express Lift, Chair 12, and the Upper Beaver Creek Mountain Express Lift, Chair 18. Free shuttles will pick-up participants from any of the Beaver Creek free parking lots and transport them to either the Beaver Creek Landing base area where they can access the Lower Beaver Creek Mountain Express Lift or Beaver Creek Village where they can access the Strawberry Park Express Lift. No children in backpacks are allowed; all lift-riders must be able to get on and off the lift using their own strength. Snowshoe representatives will be located at both base areas handing out foot passes to registrants. An event registration tent and expos will be located at the top of the lifts at McCoy Park for day-of registrants.

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 McCoy Park.

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. There 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 businesses 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."

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 McCoy Park in Beaver Creek. Atlas Snow-Shoe Company will provide a limited number of free snowshoe 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 conclude with the Snowshoe Shuffle April 5 benefiting the Shaw Regional Cancer Center. Registration for this event 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.

Media Contact: Natalie Fandrey
Highline Sports & Entertainment
970.476.6797 Ext. 108
Natalie@gohighline.com

###

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.