



**For Immediate Release
March 31, 2009**

- The 16th Annual Snowshoe Shuffle Will Be Held This Sunday, April 5 in Beaver Creek**
- **Event Benefits Vail Valley's Shaw Regional Cancer Center**
 - **Last 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 31, 2009— The Beaver Creek Snowshoe Adventure Series wraps up its season this Sunday, April 5 with the Snowshoe Shuffle. Snowshoers will put their best feet forward for the Shaw Regional Cancer Center's Snowshoe Shuffle benefiting cancer prevention, education and early detection. The final snowshoe event will be held at Beaver Creek's McCoy Park, located at 10,000 feet with a spectacular backdrop of Colorado's Gore Range and will include individual as well as team events.

Team participants will vie for the Team Spirit Award by dressing in costume and exuding spirit and enthusiasm for the charitable event, while all participants will support the need for cancer prevention, education and early detection in the Central Rockies.

"The 5K Team event is a great aspect of the Snowshoe Shuffle," said Natalie Fandrey of Highline Sports & Entertainment. "Teams are creative with their costumes, energy is high and we're all there to support the Shaw Regional Cancer Center. I encourage everyone to gather their friends and family and enter the 5K Team event this Sunday!"

The Shuffle 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. All lift-riders must be able to get on and off the lift using their own strength and children on backpacks are not allowed. 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.

"The Shuffle is a very special event in the Beaver Creek Snowshoe Adventure Series," said Series participant Lynda Andros-Clay. "My grandma battled breast cancer so this race touches me deeply. There's just such unity and hope for everyone fighting cancer and people have such spirit at this event! The Shuffle is my favorite race of the season."

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 Snowshoe Shuffle includes the 5K Team Event, the East West 5K Quest, a competitive 10K, a One-Mile Fun Run, 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. The 5K Team winners will receive the prestigious Team Spirit Award. 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 Allegría Spa for a 50-minute massage.

Individual race entry is \$35 in advance and available online at www.bcsnowshoe.com. Day-of registration is \$40 and will be available from 9-10:45a.m. at McCoy Park in Beaver Creek. Team registration is \$30 in advance and \$35 day-of. 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 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, Loki, 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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