



For Immediate Release

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Beaver Creek Snowshoe Adventure Series
Makes Tracks Starting December 11

BEAVER CREEK, Colorado — It's that time of year again. Time to get out the winter clothes, hats and gloves, and of course snowshoes. The four-event series gets off to a running start Saturday, December 11, and continues throughout the winter season.

Registration is now open at Ptarmigan Sports in Edwards or online at www.bcsnowshoe.com. Series season passes are available for only \$80, which includes entry into all four events, plus a custom Nike ACG gift. Individual race entries may also be purchased.

"We've watched our snowshoe numbers nearly double over the past three years," explained Jeff Brausch of Vail-based Highline Sports & Entertainment. "The popularity of snowshoeing as a sport and the availability it offers has greatly contributed to the success of Beaver Creek's series."

The Beaver Creek Snowshoe Adventure Series features the Beaver Creek "Dash For Cash" a 50 yd. sprint, East-West 5K Quest a recreational walk and run, and a competitive 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.

Atlas Snow-Shoe Company will provide complimentary snowshoe demos. Nike ACG will offer demo Teocalli shoes for participants who want to check out the latest and greatest in snowshoe and shoe technology.

Following each race, the post-event party will take place on the Beaver Creek Village Plaza, adjacent to the Black Family Ice Skating Rink, featuring free food and beverages for all racers, along with prize presentations 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 merchandise prizes.

Beaver Creek Snowshoe Adventure Series events are also slated for Sunday, January 9 and Saturday, February 12, with the final competition, the North American Snowshoe Championships, on tap for Saturday, March 5. Please note that the January race will be on a Sunday.

Beaver Creek Snowshoe Series
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The 2004-2005 Beaver Creek Snowshoe Adventure Series is presented by Beaver Creek Resort, Nike ACG, Slifer Smith and Frampton Real Estate, and Atlas Snow-Shoe Company and is sponsored in part by East-West Resorts, Peak Dentistry, Beaver Creek Merchants Association, Steadman Hawkins Sports Medicine Clinic, Nature Valley Granola Bars, Ricola, Starbucks, the Vail Daily, KZYR-The Zephyr and KVBA-TV8.

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