



**For Immediate Release**

**November 15, 2003**

**Media Contact: Jeff Brausch**  
**(970) 476-6797 xt.103**  
**jeff@gohighline.com**

**REGISTRATION FOR 2003-2004 BEAVER CREEK SNOWSHOE ADVENTURES SERIES NOW OPEN—NIKE ACG GIFT INCLUDED WITH SERIES PASS ENTRY FEE**

**BEAVER CREEK, Colorado**—Just in case the recent snow has not convinced you that winter is indeed here, another sure sign is the fact that online registration for the 6<sup>th</sup> Annual Beaver Creek Snowshoe Adventure Series is now open.

Produced by Vail-based Highline Sports & Entertainment, the four-event series features 5K and 10K competitions, along with a Kid's 1K Trot, all on Beaver Creek Mountain. The series is presented by the Beaver Creek Resort Company, BMW, Nike ACG and the Atlas Snow-Shoe Company.

Individual race and season series pass registration is now available online at [www.bcsnowshoe.com](http://www.bcsnowshoe.com). A Snowshoe Adventure Series Season Pass, priced at only \$80, not only covers entry fees to all four events, but also includes a Nike ACG gift. Individual race registration is priced at \$20 per race in advance and \$25 on the day of the competition. The deadline for Season Pass registration is December 13.

“The Snowshoe Adventure Series Season Pass is a real value,” explained Jeff Brausch of Highline Sports, “especially when you consider that the Nike ACG gift is a \$60+ value in and of itself. Snowshoeing and racing is such a popular winter activity and the Adventure Series features something for all ages and ability levels.

## Beaver Creek Snowshoe Adventure Series Registration

2-2-2

The 2003-2004 Beaver Creek Snowshoe Adventure Series is slated for December 13, January 10 and February 21, with the North American Snowshoe Championships rounding out the series on March 13. All events will be hosted on Saturdays at Beaver Creek Resort, beginning at 11 a.m.

The Beaver Creek Snowshoe Adventure Series is brought to you by Beaver Creek Resort, BMW, Nike ACG, Atlas Snowshoe Company and is sponsored in part by Nature Valley Granola Bars, East West Resorts, Beaver Creek Merchant's Association, Peak Dentistry, the Vail Daily, KZYR-The Zephyr and KVBA-TV8.

For additional information on the 6<sup>th</sup> Annual Beaver Creek Snowshoe Adventure Series, visit [www.bcsnowshoe.com](http://www.bcsnowshoe.com) or call 970.476.6797. For more information on Highline Sports & Entertainment visit [www.gohighline.com](http://www.gohighline.com).

--30--



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.