



For Immediate Release
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COORS LIGHTS PRESENTS LUDACRIS AND THE ROOTS AS HEADLINING ACTS
OF VAIL SNOW DAZE

- **Tickets Go On Sale August 24, 2007 at 8:00 a.m. Mountain Standard Time**

VAIL, Colo.—August 23, 2007—Vail Snow Daze, the super charged mix of early season snow and mountain lifestyle, returns December 3-9, 2007. The event will feature three nights of headliner music, including Ludacris and The Roots, presented by Coors Light, live in concert on Saturday, December 8. The double-billed performance highlights a week-long mountain bash of on-snow events, Demo Daze, bar parties, non-stop live music and more.

“We’re hosting two highly acclaimed Grammy Award-winning performers, Ludacris and The Roots, for one night in Vail,” said James Deighan of Highline Sports and Entertainment, which produces the festival. “This is really going to kick the 2007-08 Vail season off in style”

Artist, rapper, CEO and actor Ludacris will take center stage Saturday. With three Grammy Awards and two Oscar-winning films, *Crash* and *Hustle and Flow*, Ludacris is also CEO of Disturbing Tha Peace Records. Consecutive chart-toppers, “Chicken –N- Beer” and “The Red Light District”, confirmed Ludacris’s mainstream musical success. In his latest album, *Release Therapy*, Ludacris offers up his serious side with the authoritative tracks such as “Runaway Love”, featuring Mary J. Blige.

Critically acclaimed group The Roots combine a jazz-laden sound with live instrumentation to create infectious jam sessions. Influential players in the music scene for over 14 years, The Roots earned a Grammy for “You Got Me”, featuring Erykah Badu, and two other nominations since then. Expect to hear tracks from their recent release, *Game Theory*, featuring hits “Don’t Feel

Right” and “In the Music.” The Philly-based Grammy-winning band will perform live at Vail’s Ford Park, Saturday, December 8.

The Ludacris and The Roots concert will take place late afternoon, immediately following Vail Snow Daze’s incredibly popular on snow Dummy Gelunde World Championships event at Golden Peak. General admission tickets for Ludacris and The Roots concert go on sale August 24. Purchase them online at vailsnowdaze.com or locally at the Bottle & Cork in Edwards. Tickets are \$40 in advance and \$50 after November 30. Tickets will sell out, so plan ahead.

Get to Vail and experience true Vail snow days, December 3-9. The unabashed fun continues with deep discounts on lodging and lift tickets, dining values, headliner concerts, street and bar parties and on-snow contests for the whole family. Lodging packages start at \$215 per person, based on quad occupancy for a minimum of four nights, and can be booked by calling Vail and Beaver Creek Central Reservations at 1.800.525.2257. Other restrictions may apply. Check out vailsnowdaze.com for the event schedule, registration and concert ticketing details or call (970) 476-6797. Vail Snow Daze is yours thanks to Coors Light, Vail Resorts, Town of Vail and Skiing Magazine

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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.