



For Immediate Release
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**SOCIAL DISTORTION, ADDED TO ROUND-OUT VAIL SNOW DAZE MUSICAL
LINE UP**

- **Social Distortion, Long-Standing Shapers of the Punk Movement, Play Dobson Arena in Vail December 7, 2007 at 7 p.m.**
- **Highline Sports & Entertainment Announces Sales of First-ever Snow Daze Festival Concert Passes for \$72.50 (early purchase), \$97.50 after November 30, 2007**

VAIL, Colo.-October 24, 2007-Social Distortion, the iconic punk rock band definitive of the Southern California punk scene since the late 1970s, was added to the Vail Snow Daze musical lineup today completing the most powerful line-up of the event's history. The announcement of Social Distortion comes with an additional announcement: Vail Snow Daze is offering its first-ever festival concert pass which allows purchasers to attend all of the event's musical performances for one great price.

"Social Distortion is a sold-out show nearly every place they play," says Jeff Brausch, President of Highline Sports & Entertainment, the event's promoter. "Bringing them on board for a week of music and on-snow activities that includes Ludacris, The Roots and Ziggy Marley is just one example of what makes Vail North America's #1 ski and snowboard destination and how iconic Snow Daze has become as Vail's early season party."

With such punk anthems as *Bad Luck*, *Ball and Chain*, *Prison Bound* and *Story of My Life*, Social Distortion blurs the line between punk and pop again and again, making them a must-see concert for people with all musical interests. The distinctive voice and monologues of lead singer Mike Ness are certain to entertain and captivate everyone in attendance.

"With a musical line-up this solid it only makes sense to offer a festival pass," says Amy Hornyak of Highline Sports & Entertainment. "People will want to see all of the shows and we want to make that as easy and affordable as possible."

Festival passes and individual concert tickets for all Vail Snow Daze concerts are on sale now at www.vailsnowdaze.com. Vail Valley residents can also purchase Ludacris and The Roots tickets at Cork & Bottle in Edwards and the Marketplace on Meadow Drive in Vail. Individual concert tickets to see Social Distortion, December 7, 2007 at 7 p.m. are available online for \$25 in advance and \$35 after November 30, 2007.

To stay up to date on Vail Snow Daze happenings and get insider information, join the Facebook group *See Ya at Vail Snow Daze 2007*.

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, 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 www.vailsnowdaze.com for the event schedule, registration and concert ticketing details or call (970) 476-6797. Vail Snow Daze is yours thanks to Vail Resorts, Coors Light, Volvo, Town of Vail, Mountain Dew Amp and Skiing Magazine and is sponsored in part by Salomon, Nau, Vail Daily, KVBA, TV8 and KZYR The Zephyr.

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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.