



For Immediate Release
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VAIL SNOW DAZE HOSTS THIRD ANNUAL SNOW JAM UNDER THE LIGHTS

- **The Snow Jam Rail Jam Will Be Held Wed., Dec. 10th and Will Include a SOS Outreach Open Division**
- **\$3,000 Cash Purse Will be Awarded to the Top Overall Skiers and Boarders**

VAIL, Colo.—December 2, 2008—Highline Sports & Entertainment announced today Vail Snow Daze will host its third annual Snow Jam Rail Jam Under the Lights Wednesday, December 10 at Golden Peak base area on Vail Mountain. The Snow Jam competition will commence at 4 p.m. with the SOS Outreach Open Jam, followed by the Finals Pro-Am Jam with invited professional riders and the top riders from the SOS Open Division competing for a share of the \$3,000 cash purse. Public registration for the SOS Open is now available online at vailsnowdaze.com and open to riders of all ages of intermediate and above ability and features both male and female ski and snowboard divisions.

“This year’s Snow Jam has really been ramped up,” said Jeff Brausch of Highline Sports & Entertainment. “With SOS Outreach on-board this Snow Daze event we’re thrilled to open the competition to include amateur riders. It’s going to be a perfect mix of amateur and pro riders.”

The Snow Jam entry fee is only \$20 in advance and is now open to the public online at vailsnowdaze.com. On-site entry is \$25 and opens to the public at 3 p.m. on event day with entry capped at 75 competitors. All entry fees benefit SOS Outreach, a Vail-based non-profit with the mission to build character and self-esteem in youth through snowsports. Snow Jam is free for spectators and is a full sensory experience with thousands of free give-aways, fire spinners, live

DJ's Bobby Collins and Peter Blick, a viewing of the Warren Miller's Director's Cut as well as food and beverage service.

“Next Wednesday is going to be an action-packed night,” said James Deighan of Highline. “With a \$3,000 purse, the Snow Jam comp will be wildly exciting and with all the music, Warren Miller film and tons giveaways, the crowd will have non-stop entertainment.”

Snow Daze 2008 is presented by Vail Resorts, Bud Light, Town of Vail, Jack Daniel's, SKI Magazine, Volvo and Mountain Dew Amp. Brought to you in part by Aspen Harley Davidson, Barefoot Wine & Bubbly, Smith Optics, BlackBerry, Liberty Skis, Redfeather Snowshoes, Cricket Wireless, Destination Sewn, Vail Dentistry, Vail Daily, KVBA TV8, KZYR The Zephyr, KBCO World Class Rock and KTCL Modern Rock.

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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.