



2008 MEDIA GUIDE

Media Guide

The Vail Snow Daze 2008 media guide is now available online. Click on the link below to download a PDF version. Hard copies of the 2008 Media Guide will be available to credentialed members of the media by request and/or during event week at the Highline Sports & Entertainment headquarters in Vail, Colorado.

Media interested in acquiring additional information on the event should contact Public Relations Manager Natalie Fandrey at Natalie@gohighline.com.

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2008 Key Facts

Description

Vail Snow Daze is the largest early season, winter resort party in North America. With multiple headliner music acts including Big Head Todd & the Monsters, Leftover Salmon Meese and The Fray to the on-mountain events such as the Dummy Gelunde World Championships, Demo Daze and Snow Jam Under the Lights as well as in-town bar parties, Vail Snow Daze features over 75,000 visitors.

With the premier winter resort in North America hosting Vail Snow Daze, the week-long bash provides the valuable opportunity to target the youth minded, high-consuming, affluent clientele which annually flocks to the mountains prior to the holiday season.

Highlights

- 75,000+ visitors over the week of Snow Daze
- 20,000+ event attendees
- A dozen musical acts

Location

Vail, Colo., will play host to Vail Snow Daze 2008 and kick-off the Rocky Mountain's winter season.

Event Dates

Vail Snow Daze's super-charged mix of music and mountain lifestyle hits Vail December 8-14, 2008 with a full week of activities and headliner music.

Sponsors

High-profile sponsors for Snow Daze 2008 include: Vail Resorts, Bud Light, Jack Daniel's, Volvo, Town of Vail, Amp Energy and SKI Magazine and is sponsored in part by Aspen Harley Davidson, US Army, Smith Optics, Blackberry, E. & J. Gallo Winery, Vail Daily, Vail Dentistry, KVBA-TV 8 and KZYR The Zephyr.

Important Web Sites and Phone Numbers for Editorial Use

Consumer Web Site: www.vailsnowdaze.com

Event Producer Web Site: www.gohighline.com

Vail Resort's Web Site: www.vailresorts.com

Vail Resort's Event Web Site: www.vail.snow.com/winter/ae.events.snowdaze.asp

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Event Information

VAIL SNOW DAZE DECEMBER 8-14, 2008				
DATE	TIME	EVENT	LOCATION	
MON. 8TH	11am-2pm	DJ Blick - Live	Eagle Bahn Gondola	
	3pm-6pm	Bonfire Dub Trio with DJ Psychonaut - Free Show	Garfinkel's	
	7pm-10pm	Bud Light Kicks Off Mon. Night Football Madness	Red Lion	
TUE. 9TH	11am-2pm	DJ Blick - Live	Eagle Bahn Gondola	
	3pm-5:30pm	Bud Light Après Party	Los Amigos	
WED. 10TH	11am-2pm	DJ Psychonaut - Live	Eagle Bahn Gondola	
	12pm-3:30pm	Jack Daniel's and Tuaca Promos	Mid-Vail	
	4pm-8pm	Snow Jam / Rail Jam / Live Music / Warren Miller Director's Cut	Golden Peak Base Area	
	7pm-12am	After-Party with DJs Bobby Collins and Psychonaut	Samana Lounge	
	8pm-10pm	Bud Light After-Party	Vendetta's	
	9pm-12am	Jack Daniel's Pub Crawl in Vail Village	Tap Room-Red Lion-The George	
THURS. 11TH	9am-3pm	Expo Village and Demo Daze	Eagle's Nest	
	11am-2pm	Live DJ Blick	Eagle's Nest	
	12pm-2pm	Jack Daniel's and Tuaca Promos	Eagle's Nest & Mid-Vail	
	12pm-3pm	DJ Bobby Collins - Live / Snowball Eating Contest	Mid-Vail Deck	
	3pm-5pm	Bud Light Après Party	Bart & Yeti's	
	7pm-10pm (Doors 6pm)	Jack Daniel's Presents Big Head Todd & The Monsters w / Special Guest Little Hercules	Dobson Arena	
	10pm-12am	Jack Daniel's After-Party	Garfinkel's	
	10:30pm-12am	Bud Light After-Party	The Club	
	FRI. 12TH	9am-3pm	Expo Village and Demo Daze	Eagle's Nest
		11am-2pm	DJ Blick - Live	Eagle's Nest
12pm-3pm		DJ Psychonaut - Live / Snowball-Eating Contest	Mid-Vail Deck	
3pm-5pm		Bud Light Pre-Party	Red Lion	
7pm-10pm (Doors 6pm)		Jack Daniel's Presents Leftover Salmon w / Special Guest Bonfire Dub Trio	Dobson Arena	
10pm-12am		Jack Daniel's After-Party	Garfinkel's	
10:30pm-12pm		Bud Light After-Party	The George	
SAT. 13TH	9am-3pm	Expo Village and Demo Daze	Eagle's Nest	
	11am-2pm	DJ Psychonaut - Live	Eagle's Nest	
	12pm-3pm	DJ Blick - Live	Mid-Vail Deck	
	1pm-3pm	Tuaca Presents Roxy Fashion Show	Roxy-Vail Village	
	2pm-4pm	Dummy Gelunde World Championships	Golden Peak	
	6pm-10pm (Gates 5pm)	Bud Light Presents The Fray w / Special Guest Meese & DJ Logic	Ford Park	
SUN. 14TH	All Day	Ride Vail Mountain	Vail Mountain	
	3pm	Vail's All the Love Sweepstakes - Live Drawing	The Arrabelle at Vail Square	





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Frequently Asked Questions:

How can I purchase tickets to the concerts?

General Admission and a limited amount of Private Reserved tickets may be purchased online at: vailsnowdaze.com or locally at the Bottle & Cork in Edwards and the Marketplace on Meadow Drive. Big Head Todd & the Monsters General Admission tickets are \$20 in advance and \$30 after November 30; Private Reserve tickets are \$125 and include private seating as well as food and beverage service. Leftover Salmon General Admission tickets at \$25 in advance and \$30 after November 30; Private Reserve tickets are \$125. The Fray/Meese tickets are \$35 in advance and \$50 after November 30; Private Reserve tickets are \$175 and include close-in viewing as well as food and beverage service.

What am I allowed to bring to the concerts?

Vail Snow Daze management sees spectator security and safety as one of its highest priorities. A number of security measures have been implemented for the safety and security of event attendees and employees. Event management appreciates concert attendees abiding by and understanding the need for the policies and procedures outlined below.

Please leave the following at home, as attendees will be denied entry should any attempt be made to bring them into the venue: large bags, backpacks, coolers, alcohol/drugs, bottles/glass containers, cans, dogs, chairs, weapons of any kind (including, but not limited to firearms and knives), laser pointers of any kind, signs attached to a stick or pole, recording devices, still cameras and video cameras.

Please note that event management retains the right to make the final decision on prohibited items. Furthermore, specific concert or event security policies may create additions to the list above. All guests entering the venues are subject to search by metal detecting wands and/or pat downs.

Additionally, all small bags and purses are subject to search at venue entrances. Attendees will see an increased security and police presence both inside and outside the concert venues.

Where do I park?

You are highly encouraged to park in both the Vail Village and Lionshead parking structures on the South Frontage Road. The Town of Vail also has an extensive public bus system. Please use it wisely and avoid drinking and driving at all costs. Vail PD, the Eagle County Sheriff and the Colorado State Patrol have zero tolerance and will enforce DUI laws to the fullest! Street parking is not permitted until all public parking facilities are completely full.

What exactly is Dummy Gelunde World Championships?

The "sport" of Dummy Gelunde involves teams of up to three people creating snow-riding dummies and sending them careening down an on-snow course in the hope of victory.

Imagination is vital, as dummy entries can include a solo dummy, or a dummy concoction. Past spectators have witnessed a cardboard box snowcat with a dummy inside attached to skis as well as a patroller dummy. With Dummy Gelunde anything goes, well almost anything.





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Regulations forbid explosives, propellants and living organisms of any kind. Dummies must be between three feet and seven feet in height, no more than four feet wide and less than 200 pounds.

What are the prizes for placing in the top three at Dummy Gelunde?

- 1st place \$5,000
- 2nd place \$1,500
- 3rd place \$750

How do I sign up for Dummy Gelunde World Championships?

Registration for the 2008 Dummy Gelunde opens November 1, 2008. Registration will be available on-line and in person at a Vail area location to be announced. We encourage those interested to register early as the event will sell-out quickly.

Is there a cost to participate in the Dummy Gelunde World Championships?

Dummies and creators of all ages and abilities can pre-register for the Championships online for \$50. Registration opens November 1, 2008 and is limited to the first 25 entrants. The event will sell out so remember to register early. All entrants should plan to arrive at Golden Peak no later than 10:00 a.m. to check-in and get their dummies in place for the public viewing and voting.

Where will the Dummy Gelunde take place?

The Dummy Gelunde World Championships will take place at Golden Peak Saturday, December 13, 2008 from 2:00-4:00 p.m. Dummy Gelunde viewing and judging will take place from 12:00-2:00 p.m.

Do I need to bring any equipment?

You must bring your own dummy. You may not swap or share dummies. Dummy décor should be chosen wisely as the eye-catching appeal of your dummy will affect both crowd response and the judges' favor. We will have ski patrol on duty for those dummies that get out of control.

How will the Dummy Gelunde be judged?

A select panel of celebrity judges will score each dummy based on overall speed, best crash and burn, biggest air, costume and outstanding dummy-agility. The more outrageous the better!

Can I volunteer?

Highline Sports & Entertainment would love your help with Vail Snow Daze. If you are a trustworthy and hard worker, please call Missy at (970) 476-6797 ext. 112 for current volunteer opportunities.

I'm interested in sponsoring Vail Snow Daze, who do I contact?

Please contact James Deighan at Highline Sports & Entertainment (970) 476-6797 ext.102 if you would like to be a valued sponsor of Vail Snow Daze.

I'm interested in donating prizes for Vail Snow Daze, who do I contact?

Please contact Missy Johnson at Highline Sports & Entertainment (970) 476-6797 ext.112 if you would like to donate prizes to Vail Snow Daze.





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Musical Performers' Biographies

Big Head Todd and the Monsters:

Todd Park Mohr (Guitars, Vocals)

Rob Squires (Bass, Vocals)

Brian Nevin (Drums, Vocals)

Jeremy Lawton (Keyboards, Steel Guitars, Vocals)

Big Head Todd & the Monsters is a rock band formed in 1986 in Colorado. The band has released a number of albums since 1989 with their 1993 album *Sister Sweetly* going platinum in the United States. The band has developed a sizable live following especially in the Mountain States of the United States.

The band was formed with Todd Park Mohr on guitar and vocals, Brian Nevin drums and vocals and Rob Squires on bass and vocals. The trio had attended Columbine High School together and formed a band at the University of Colorado. The band name is a tribute to legendary blues/jazz "heads" (eg. Eddy Clean-head Vincent, etc.) It was actually just a fluke--they were scheduled to perform their first gig, but had no name...Todd came up with that at the spur of the moment and it stuck.

The band soon built up a following in Denver and Boulder. They toured extensively throughout the Mountain States and West Coast of the United States in their van dubbed "The Colonel", which clocked up over 400,000 miles.

In 1989, the band formed Big Records and released their first album *Another Mayberry* in 1989. *Midnight Radio* was released the following year. By 1993, Big Head Todd and the Monsters had developed a considerable live following across the United States. Their first live album *Big Head Todd and the Monsters Live* was recorded at the H.O.R.D.E. Festival in 1993.

The group signed with Giant Records in 1993 and recorded *Sister Sweetly* with Prince associate David Z. producing. This album went platinum and spawned three singles that made the rock charts including "Bittersweet," "Circle" and "Broken Hearted Savior."

Mohr produced the next album *Strategem* released in 1994. It reached #30 on the Billboard album charts but did not sell as well as its predecessors due to the lack of a hit single from the album. The band contributed the song *Tangerine* to the 1995 Led Zeppelin tribute album *Encomium: A Tribute to Led Zeppelin*.

Jerry Harrison, formerly of the Talking Heads, produced the next album released in 1997. Blues legend John Lee Hooker was recording an album in the same studio and played with the band on a version of his best-known song "Boom Boom". Rob Squires described the recording of the track on the band's website.

"Hooker has just this incredible presence. He walked into the room and literally everyone was intimidated including our producer and the people who work in the studio." Bernie Worrell, formerly of P-Funk, played some keyboards on the album's title track "Beautiful World". Corey Mauser filled out the other key parts on the album.





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The album spawned two hit singles on the rock charts namely "Boom Boom" and "Resignation Superman". The Live Monsters album followed in 1998.

In 2002, the group released the follow up studio album Riviera. As Giant Records had closed its doors, the self-produced album was released through Big Records with distribution through Warner Music. Crimes of Passion was released in 2004 with Sanctuary Records distributing it. Another live album Live at the Fillmore was released in 2004.

In 2005, the group joined the throng of Internet-based music sales by releasing the single "Blue Sky" exclusively on iTunes. This single was written at the request of crewmembers of the Space Shuttle Discovery for their STS-114 Return to Flight mission in 2005, the first mission after the Columbia disaster. "Blue Sky" was written and performed as a tribute to the men and women of the American space program, from the people keeping the space shuttle flying to the astronauts doing the flying. The song has been used as Senator Hillary Clinton's presidential campaign song.

Source: Wikipedia.org

Leftover Salmon:

Vince Herman (Vocals, Guitar, Washboard)
Drew Emmitt (Vocals, Mandolin, Fiddle, Electric Guitar)
Noam Pikelny (Banjo, Electric Banjo)
Greg Garrison (Bass, Vocals)
Bill McKay (Vocals, Keyboards)
Jeff Sipe (Drums)

Leftover Salmon is a jam band from Boulder, Colorado, formed in 1989. Their unique blend of bluegrass, rock, country, and Cajun/Zydeco, which the band calls "Polyethnic Cajun Slamgrass", has found favor with the jam band scene. The band took a hiatus in 2005, and spent parts of 2007 in a reunion.

The band formed by accident in 1989, when a local band, the Salmon Heads, asked some members of the Left Hand String Band to fill some missing spots in its lineup. The synergy worked and the result was Leftover Salmon. The lineup would change significantly over the years, but the "Big Three" -- Drew Emmitt, Vince Herman and Mark Vann -- remained the heart of the band until Vann's death in 2002.

After the independent release of Bridges to Bert in 1993 and the 1995 live follow-up Ask The Fish, Leftover Salmon gained a spot on the H.O.R.D.E. festival tour and a contract with Hollywood Records. Their Hollywood debut and second studio album, Euphoria with guest keyboardist Pete Sears, continued to define their eclectic sound and introduced many songs that would become classics for the band.

In March 2002, founding member and banjoist Mark Vann lost his battle with cancer. He was replaced by Noam Pikelny. In 2004 the band announced they would be going on hiatus at the end of the year.

An award nominated documentary film of Leftover Salmon, titled "Years In Your Ears," was released on DVD in November 2006.





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Leftover Salmon reunited in 2007 and played six performances, including the High Sierra Music Festival in Quincy, CA, the All Good Festival in WV, as well as Denver and Boulder, CO shows in late December. Leftover Salmon marked their unofficial return to the stage with a performance at the Telluride Bluegrass Festival on Sunday, June 24, 2007, as "Drew Emmitt and Vince Herman and Friends." They were introduced by Jeff Austin of Yonder Mountain String Band with the line, "No matter what the program says, we all know what's going on here."

Source: Wikipedia.org

The Fray

Isaac Slade (Vocals, Piano)

David Welsh (Guitar)

Joe King (Guitar, Vocals)

Dan Lavery (Bass guitar, backing vocals)

Ben Wysocki (Drums, Percussion)

The Fray is a Grammy Award-nominated four-piece piano rock American band from Denver, Colorado. Formed in 2002 by schoolmates Isaac Slade and Joe King, the band released their debut album *How to Save a Life* in 2005. The band is best known for the song "How to Save a Life," which charted in the top three of the Billboard Hot 100 and was also a top 5 single in Canada, Australia, Ireland, Sweden, and the United Kingdom. The Fray also found national success with the song "Over My Head (Cable Car)," which became a top ten hit in the United States and Canada. *How to Save a Life* was certified double platinum by the Recording Industry Association of America and was also certified platinum in Australia and New Zealand. The Fray recently signed on for the 2008/2009 year as an ambassador for VH1's Save The Music Foundation. They have also been scheduled to perform at the American Music Awards on November 23, 2008.

In 2002, the band released *Movement EP*, a collection of four songs. Very few copies were pressed, and it is currently unavailable for purchase. The next year, they released *Reason EP* to some local critical acclaim, particularly by Denver's *Westword* alternative newsweekly. Despite these reviews, the band struggled to launch a single. Denver radio station KTCL rejected eight of their songs before the band decided to submit "Cable Car." The song found airplay on a KTCL radio show highlighting local bands, and the radio station received a large number of requests for it soon thereafter.

In 2004, The Fray was voted "Best New Band" by Denver readers of *Westword*, an alternative publication. Epic records found out about the band through *Westword*'s original article, and sparked the interest of A&R man Mike Flynn. Epic Records officially signed the band on December 17, 2004, and released their debut album, *How to Save a Life*, in September 2005. The band changed the name of "Cable Car" to "Over My Head (Cable Car)," and by the end of 2005, it had become KTCL's most played song of the year. The song was also included on the soundtrack for the film *Stealth*.

In July 2005, The Fray opened for Weezer for ten concerts. At the conclusion of the Weezer tour, the band opened for Ben Folds for twelve shows. The Fray headlined their own tour in January 2006, playing with Mat Kearney and Cary Brothers.





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"Over My Head (Cable Car)" became a top 40 hit on the Modern Rock Tracks chart in late 2005. It lasted three weeks on the chart and peaked at position #37. The single gained airplay nationally, entering the Billboard Hot 100 charts on the issue marked February 25, 2006. Fourteen weeks later it reached its peak position at #8 on the Hot 100 chart. On the Billboard Adult Top 40 chart, the single reached the #2 position. The single also saw airplay on some Christian radio stations and spent several weeks on the R&R Christian charts, where it peaked at #27.

While "Cable Car" was rising on the charts the song "How to Save a Life" was first featured during a second season episode ('Superstition' aired March 19, 2006) of Grey's Anatomy, and then on a fifth season episode of Scrubs (aired April 25, 2006). Both "How to Save a Life" and "Look After You" have been featured on the teen drama show One Tree Hill. It was also played at the end of Cold Case. Despite not having been originally released as a single, "How to Save a Life" entered the Hot 100 chart on the issue marked April 15, 2006. The song was released as the band's second single. On August 18, 2006, ABC announced that the song would be used for the main advertising promotion for the season premiere of Grey's Anatomy. Only weeks after this promotion started, the song became The Fray's second top forty hit in the United States. The song reached the top three of the Hot 100 chart, surpassing the peak position of "Over My Head (Cable Car)," and has sold over one million downloads. "How to Save a Life" became a major hit internationally, topping the singles chart in Bulgaria, Ireland, and Canada. It also was the band's first hit in the United Kingdom, peaking in the top 5 in the UK Singles Chart and selling over 200,000 downloads.

To promote the album, The Fray have performed on several TV shows including The Tonight Show, The Late Show with David Letterman and Rove Live in Australia. They also released a live album, Live at the Electric Factory, on July 18, 2006. The concert was recorded on May 21, 2006 at the Electric Factory in Philadelphia, Pennsylvania. On September 19, they re-released How to Save a Life as a CD/DVD set with exclusive content including a documentary on the making of the album. On April 28th, 2007, The Fray closed off Grad Nite for graduating high school seniors at Disney's The Magic Kingdom.

As of January 8, 2007, their debut album has sold over 2,000,000 copies in the United States, and has been certified Double Platinum by the RIAA. The single "Over My Head (Cable Car)" has sold 1.3 million digital tracks, and the single "How to Save a Life" has sold over 1.2. The Fray won all three awards in the digital category at the 2006 Billboard Music Awards, including digital album and digital songs artist of the year. They also performed "How to Save a Life" at the event. On December 7, 2006, the band was nominated for two Grammy Awards: Best Pop Performance by a Duo or Group with Vocal ("Over My Head (Cable Car)") and Best Rock Performance by a Duo or Group with Vocal ("How to Save a Life").

The band released a live cover of John Lennon and Yoko Ono's Happy Xmas (War Is Over) to iTunes as a 2006 Christmas single. The song debuted on the Billboard Hot 100 at #50, due to a large number of digital downloads. This marks the first time this song has charted on the Hot 100. "Look After You" was released as the band's third official single, peaking at position 59. In 2007, The Fray sold in the UK and Ireland 150,000 units of their latest album and single ("How To Save A Life") in one month. They worked with Reverb, a non-profit environmental organization, for their 2007 summer tour.





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On September 4, 2007, the band released another live album, *Acoustic in Nashville: Bootleg No. 2*, which was recorded late 2006. The album could only be purchased with the original CD from Target but was made available on the iTunes Music Store on November 13, 2007. On Tuesday, October 16, the band re-released their 2003 EP, *Reason*.

The band finished recording their self-titled second album ("The Fray") at the end of July 2008 for a February 3rd, 2009 release. The Fray has recently recorded a music video in Chicago, for their first single, "You Found Me," directed by Josh Forbes, and debuted November, 2008. The band performed the song live at the AMA's on November 23, and have already shot acoustic video performances of the songs from the second album. A documentary, titled 'Fair Fight', will be sold with the first 300,000 copies of the second album. The Fray debuted their new single "You Found Me" November 20th, between a commercial break of the show *Grey's Anatomy*. It was a one-minute promo with scenes from the upcoming season of ABC's "Lost," and is also available to buy on iTunes. The Fray is also scheduled to be performing on *The Jimmy Kimmel Show*, *Good Morning America*, as well as a small-venue tour to preview the new album in the beginning of 2009.

Source: Wikipedia.org





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Staff & Sponsors:

Highline Sports & Entertainment

Highline is one of the country's leading event marketing agencies. Since 1995, the Vail, Colo.,-based company has created turn-key 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 broadcast media.

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