



**For Immediate Release**

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**HIGHLINE SPORTS & VAIL MOUNTAIN TEAM UP TO  
BRING THE COUNTRY VAIL SNOW DAZE, DECEMBER 4-17**

**COUNTING CROWS TO HEADLINE**

**VAIL, Colorado** — Highline Sports & Entertainment, producers of the hugely popular Spring Back to Vail, announce Vail Snow Daze a celebration of early-season snow and mountain lifestyle, December 4-17 featuring Counting Crows performing live in concert Saturday, December 9<sup>th</sup> at Ford Park.

Remember being a kid and getting a Snow Day? Recapture that carefree feeling with Vail Snow Daze, a super charged mix of music, parties and on-hill antics. Enjoy the early season snow, ski and ride unmatched terrain in Vail's Back Bowls and officially jumpstart the winter season.

"Following the sensational success of Spring Back to Vail, Highline Sports and Vail Resorts decided to bookend the winter ski season with the creation of Vail Snow Daze," explained Amy Hornyak of Highline Sports & Entertainment. "Vail Snow Daze is a reminder that world class skiing and riding are available in December. Why wait when incomparable terrain, Counting Crows and unlimited activities are calling your name?"

Vail Snow Daze highlights include the multi-platinum Counting Crows live in concert

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## Vail Snow Daze

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Dec. 9 at Ford Park. Tickets are available locally at Crossroads Market in Vail, Bottle and Cork in Edwards, and La Scala restaurant in Eagle for only \$35 in advance. Ticket prices jump to \$50 after November 30. Visit [www.vailsnowdaze.com](http://www.vailsnowdaze.com) for details.

Also on tap are two-weeks of après and nightly bar parties, Snowman King of the Hill on-snow comps at Mid Vail, an encore performance by Mix Master Mike of the Beastie Boys free in concert, and the zany Dummy Gelunde World Championships, Dec. 16, at Golden Peak.

The “sport” of Dummy Gelunde involves contestants creating snowriding dummies, which they will send careening down an on-snow course off a giant kicker in hopes of victory. The dummies will be judged on speed, best crash and burn, dummy décor, biggest air and overall dummy agility.

“Dummy Gelunde is similar to the World Pond Skimming Champs except we’re swapping one dummy for another,” continued Hornyak. “Instead of sending contestants down a hill to launch off a kicker, they will instead create and decorate a dummy, affix it to a pair of skis, and give it the old heave ho.”

Get to Vail and experience true Vail snow days, Dec. 4-17, 2006. 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. Sample perfect snow and get your first tracks in the bowls before the holidays; once you catch that winter bug, you’ll be set all season long. Check out [vailsnowdaze.com](http://vailsnowdaze.com) for event schedule, registration and concert ticketing details or call (970) 476-6797.

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Vail Snow Daze

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Vail Snow Daze is yours thanks to Vail Mountain, Town of Vail, Bacardi, Coors Light, Skiing Magazine and is sponsored in part by Denver Newspaper Agency, Colorado Mountain Express, Dancing Bull Wine, Liberty Skis, Starwood Vacation Ownership, Vail Dentistry, Nature Valley Granola Bars, KZYR-the Zephyr, KVBA-TV8 and the Vail Daily.

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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.