



**For Immediate Release**

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**KID ROCK TO HEADLINE SPRING BACK TO VAIL SATURDAY, APRIL 14**

**VAIL, Colorado** — Detroit's own Kid Rock will perform an outdoor concert Sat., April 14, as part of Spring Back to Vail. Kid Rock's appearance will highlight a two-week mountain bash of on-snow events, parties and live music including a free performance by Jamaica's Third World, and more.

"Kid Rock covers a lot of genres and is known for producing one of the best live shows in the business," said Jeff Brausch, president of Highline Sports and Entertainment, which produces the festival. "This is a not to be missed concert!"

Fusing heavy metal and country rock, Kid Rock and his Twisted Brown Trucker band are about more than just slapping together a bunch of concert tracks. In LIVE TRUCKER, a 13-track set recorded between 2000-2004, Rock combines honky tonk ferocity with his trademark hip-hop for featuring mega hits "Cowboy," "Son of Detroit," and "Picture." Kid Rock is sure to provide the best party on two legs at Ford Park, Saturday April 14. Gates open at 5:00pm.

The Kid Rock concert will take place in the late afternoon, immediately following Spring Back to Vail's ever-popular World Pond Skimming Championships at Golden Peak. General admission tickets for Kid Rock go on sale Sat., March 24 on-line at [springbacktovail.com](http://springbacktovail.com) and local Vail Valley outlets TBA. Tickets are only \$30 in advance and \$40 after April 8.

Ushering in Spring with a mix of live music, parties and on-hill antics, Spring Back to Vail is a not-to-be missed celebration April 2-15. Event highlights include live music, an outdoor Warren

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## Spring Back to Vail

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Miller movie screening, bar parties, the Streetwater Brush Battle and Body Art featuring Aquadrum, and the ever-popular World Pond Skimming Championships. Registration for Pond Skimming Champs is full, but don't miss the action as skimmers prove their water solubility Sat., April 14.

Past Spring Back to Vail acts have included Snoop Dogg, Blues Traveler, G Love, P.O.D., Clarence Clemons and more.

For an updated schedule, lodging and lift ticket packages or more information on Spring Back to Vail visit [www.springbacktovail.com](http://www.springbacktovail.com) or call Highline Sports & Entertainment at 970-476-6797.

Spring Back to Vail is rockin' your way thanks to Volvo, Vail Mountain, Coors Light, Bacardi, Town of Vail, Skiing Magazine and is sponsored in part by Colorado Mountain Express, Charter Sports, Steadman Hawkins Sports Medicine Clinic, Wahoos, Liberty Skis, Crocs, Nature Valley Granola Bars, 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.