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### **CONTESTANTS VIE FOR SPOT IN NEXT WARREN MILLER FILM AT LOOK MA'S ROCKIN' RELAY**

Vail, Colo.—Jan. 7, 2005—The quick, the agile and the not-so-easily embarrassed will convene on Vail Mountain, Sat., April 9, for the Look Ma's Rockin' Relay, to vie for an appearance in the next Warren Miller movie. The relay, featuring four wacky disciplines and an outrageous costume contest, will take place on the Look Ma run, near Mid-Vail, as part of the Spring Back to Vail celebration, April 4-17, 2005. Warren Miller crews will be on hand throughout the two-week festival as part of the Warren Miller Experience, featuring ski and snowboarding demos and competitions, meet-and-greets with Warren Miller athletes, an on-mountain driving course, music and more.

Contestants in the Look Ma's Rockin' Relay will have a chance to appear in the 2005 Warren Miller film. Teams of four, dressed in their most creative ensembles, will test their balance, speed and trust on the four-part race course, spanning the steep, snowy slope. Contestant one will sprint up the mountain then make their way back down with a tray full of cups in hand. Next, contestant two must complete a pole spin – 10 time around – followed by a twisting turning ride down the race course on an inflatable Air Board. Once completed, the next contestant will follow the same course by way of a challenging ski bike. Finally, a blindfolded team member must make their way through an obstacle course and to the finish line.

Registration for the Look Ma's Rockin' Relay will be available online starting March 1. The cost is \$50 per team. Visit [www.springbacktovail.com](http://www.springbacktovail.com) to register, or for a complete schedule of events. For more information, contact Highline Sports and Entertainment at 970-476-6797 or [info@gohighline.com](mailto:info@gohighline.com).

*About the Event Producers*

*Highline Sports and Entertainment 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.*

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