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Media Contacts:

Ian Anderson (970) 477-4023 ian@visitvailvalley.com

Betsy Haling (970) 477-4024 betsy@visitvailvalley.com

SPRING BACK TO VAIL TO FEATURE 'MALAY DAY' BENEFIT

Vail, Colo.—Jan. 7, 2005— Organizers for the upcoming Spring Back to Vail celebration announced today that Thurs., April 14 will feature 'Malay Day' – an all-day event featuring music, food and a snowboarding competitions at Golden Peak. Malay Day will honor Vail team rider Josh Malay, a pro snowboarder who passed away in February of 2004, with proceeds going to the Josh Malay Memorial Fund.

The festivities begin with a Pipe Jam from 10:00 until 11:30 a.m. The afternoon will heat up with a Jump & Jib Jam from 12:30 – 2:00pm. Competition is open to male and female amateur riders. Prizes will be awarded for Best Trick Pipe, Best Trick Jump, Best Trick Jib, and 'Overall Destroyer.' Prizes will be awarded by Santa Cruz, Oakley, The Other Side, Vail Mountain and more.

Spring Back to Vail Festival will feature two full weeks of concerts and events, including a headline concert by pop icon Snoop Dogg on Sat., April 16. The festival expands this year with a total of eight different concerts on the mountain and in the Village, including Mix Master Mike of the Beastie Boys. Spring Back to Vail will also feature the World Pond Skimming Championships, where contenders attempt to slide completely across a 100-foot pool of freezing, churning water.

New this year to Spring Back to Vail is the addition of the Warren Miller Experience. The ski industry's most famous movie makers come to Vail along with their cast of world-class athletes to host a series of events including a crazy relay race, an on-snow quarter pipe and/or rail jam exhibition, a Jeep driving

course, and a retro ski fashion show. Spring Back to Vail participants will also have a chance for their five minutes of fame as crews will be on hand filming throughout the entire festival.

Registration for Malay Day competitions will take place at the Golden Peak Grill from 8:30 until 9:30am the morning of the event. Entry is \$20. For an updated schedule of Spring Back to Vail events, visit www.springbacktovail.com, or call Highline Sports and Entertainment at 970-476-6797.

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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