

FOR IMMEDIATE RELEASE

Media Contacts:

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

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

SPRING BACK TO VAIL FESTIVAL ANNOUNCES CONCERT BY SNOOP DOGG, SATURDAY, APRIL 16

Vail, Colo.—Feb. 16, 2005—Music, film and cultural icon Snoop Dogg will play an outdoor concert on Sat., April 16, as part of the Spring Back to Vail festival. The Snoop show will cap Spring Back to Vail's two week lineup of events and concerts that includes performances by Mix Master Mike of the Beastie Boys, Toots & the Maytals, Maceo Parker and more.

"Snoop really elevates the event to a whole new level," said James Deighan of Highline Sports and Entertainment, producers of Spring Back to Vail. "It's going to be an epic day for Vail and the ultimate way to celebrate the end of a great winter season."

Snoop Dogg, who burst onto the scene with the release of his multi-platinum album, "Doggystyle" in 1993, is at the height of his popularity. Snoop's personal brand of slang, including terms like "Fo' Shizzle," has invaded the pop culture lexicon. Last fall, Snoop released his latest project; a solo album entitled "Rhythm & Gansta: The Masterpiece," to rave critical reviews and chart-topping popularity. The first single off the album, "Drop It Like It's Hot" was one of the year's most popular songs. Snoop's acting career has also taken off. His role as Huggy Bear in last year's "Starsky & Hutch," opposite Ben Stiller and Owen Wilson, was a scene-stealing performance.

The Snoop concert will take place in the late afternoon, following Spring Back to Vail's World Pond Skimming Championships at the base of Vail Mountain.

In addition to the Snoop concert, the Spring Back to Vail festival includes an eclectic and energetic mix of entertainment for all ages. Legendary horn man Maceo Parker kicks off the Spring Back to Vail's season-ending bash on Fri., April 8. Maceo, fresh off Prince's "Musicology" tour, will play his own unique blend of funk and jazz during a free street concert in the heart of Vail Village.

The following evening, Sat., April 9, Mix Master Mike, longtime DJ for the Beastie Boys, will get the party started with another free street concert. Mix Master Mike will be immediately followed by the exclusive premier of a new film shot by the world-renowned Warren Miller crew. Finally, the legendary Toots & the Maytals will take the stage. Toots and his band, pioneers of modern reggae music, will play some of their reggae classics as well as songs from their latest album, *True Love*, which just won a Grammy as 'Reggae Album of the Year.'

Other highlights of the Spring Back to Vail Festival include the Warren Miller Experience on April 9 and the World Pond Skimming Championships on April 16. Lift ticket prices start as low as \$10 a day.

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

Spring Back to Vail Lodging and Lift Ticket Packages

Spring Back to Vail Ticket - Up to 6 days for less than \$19/day

- Get up to 6 days of skiing and riding from April 4 - 17, 2005 at Vail and Beaver Creek
- \$109/adult and \$89/children
- Spring Back Ticket must be pre-purchased online 7-days prior to your arrival.

Buy Now Link

<https://onestore.snow.com/vail/eStore.asp?action=TicketsViewSeasons&rnd=439664815453>

Special April Lodging/VBCR Ticket – up to 3 days for less than \$26/day

- Get up to 6 days of skiing and riding from April 4 – 17 when you purchase a minimum 3 night lodging stay for \$79.
- Special April 3-day Ticket must be pre-purchased with lodging 7-days prior to arrival
- Call VBCR, create your own package online at vail.com (link to <https://onestore.snow.com/index.asp?siteid=1>) or call your favorite lodging property direct.

April Ski Free Stay Free

- Stay 3 nights/ski 3 days and get the 4th for FREE!
- From \$251/person
- Valid: April 3 – 17, 2005. Based on quad occupancy in a 2-bedroom condo, 4-night minimum stay. Other dates & properties available. Does not include taxes & surcharges.

Buy Now Link

<http://reservations.snow.com/switch.board.asp?siteid=1&pagename=snow.com&page=search%2Easp%3Fpage%3Dpromo%252Eperform%252Edirect%252Elink%252Esearch%252Easp%253Fpackagecode%253DVAIL%25255F2005%25255FSF%25252FSF%25255FSRING>

April Limited Time Offer

- 3 nights and 2 days of skiing from from \$192/person
- Must be purchased by February 28, 2005. (this date will change as needed)
- Valid: April 3 – 17, . 2005. Based on quad occupancy in a 2-bedroom condominium. Based on availability, some restrictions apply. Not all properties participate. Does not include taxes and surcharges.

Buy Now Link

<http://reservations.snow.com/switch.board.asp?siteid=1&pagename=snow.com&page=search%2Easp%3Fpage%3Dpromo%252Eperform%252Edirect%252Elink%252Esearch%252Easp%253Fpackagecode%253DVAIL%25255F2005%25255FLIMITEDTIMED%25255FAPRIL>

April Blue Skies Package—\$799 per person*

- 4 nights lodging at a property within walking distance to the slopes,
- Round trip airfare
- Round trip ground transportation
- Up to 6 days skiing
- Visit www.visitvailvalley.com for details or call 800-653-4523.

*Based on double occupancy and subject to availability. Rates do not include taxes and fees
Rate may vary depending on departure city. Rates based out of the following cities: Dallas, Los Angeles, Chicago and San Francisco

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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