



**For Immediate Release  
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**Spring Back to Vail 2009 Is Here... Where we'll be having fun in the sun and snow  
April 13-19, 2009!**

Spring Back to Vail, the country's #1 springtime party in the mountains is back this week, April 13-19. Vail will be alive and kicking with two free concerts in Vail Village featuring Chris Isaak and Of a Revolution, better known as O.A.R., presented by Bud Light, an Epic Lounge with tons of free giveaways, the ever-popular Tuaca World Pond Skimming Championships with free BBQ and DJ Logic and The Great Epic Giveaway with chances to win a VIP vacation, '09-'10 Epic Passes and much more... and don't miss the first-ever Breitling All Mountain Film Competition! For more detailed information including the week's schedule check out [www.springbacktovail.com](http://www.springbacktovail.com).

“Spring Back to Vail 2009 is going to be the biggest and baddest spring mountain bash ever,” said Natalie Fandrey of Highline Sports & Entertainment. “Vail is certainly showing ‘All the Love’ at this year’s Spring Back by providing an outstanding concert lineup and wide variety of on-mountain and in-town events for one great price – free!”

Spring Back to Vail kicks off Monday with the Bud Light Mustaches & Mullets Kick Off Party at The George in Vail Village where attendees are encouraged to show-off their best mustaches and mullets and Spring Back spirit. On Tuesday, the Breitling All Mountain Film Competition commences, as teams of two people, one rider and one filmmaker, will utilize any terrain on Vail Mountain over the course of four days in order to create the most unique and original three-minute video. The winning duo will be awarded two Breitling backcountry emergency watches valued at more than \$12,000 at Saturday's Tuaca World Pond Skimming Championships.

“X-Games gold medalist snowboarder Steve Fisher and legendary skier JP Auclair are going to be part of the event,” said JF DuRocher, IF3 International Freeski Film Festival co-founder. “I’m excited about the level of competitors that the Breitling All Mountain Film Comp will bring to the Spring Back to Vail festival.”

Tuesday evening from 8pm-midnight, Bud Light will host a Spring Back pub crawl with ski giveaways at a variety of bars in Vail Village. Tuaca will host a similar pub crawl with ski giveaways on Thursday night. On Wednesday, following the Vail Valley Foundation’s Chadzilla & The Astroids concerts at Checkpoint Charlie concert venue, Spring Back will feature a Retro Style bar party at the Red Lion on behalf of Tuaca.

“Spring Back to Vail is always a jam-packed week of fun on and off Vail Mountain!” said James Deighan of Highline Sports & Entertainment. “There will be non-stop action and entertainment for local and guests alike.”

Thursday through Sunday, an Epic Lounge will be located at Lionshead’s ski yard with tons of free giveaways including food and beverage as well as information on the ’09-’10 Epic Pass. Plus, on Friday you’ll find expo tents for a variety of Spring Back to Vail sponsors. Saturday and Sunday, the ECO Village, a green product expo, will be located at the Vista Bahn’s ski yard with free sampling from IZSTYLE, Reverb, Stonyfield Farm and Honest Tea products. Local deejay, DJ Mo Rockin’, will spin tunes at Mid Vail Friday through Sunday from noon to 2pm.

Friday night, Chris Isaak will take center stage in Vail Village as the first of two free headliner concerts at Spring Back to Vail 2009. Opening for Isaak is singer and songwriter Lisa Witty performing from 6-7pm. As a multi-platinum artist with nine albums, twelve singles and two Grammy nominations, Chris Isaak is an American legend that has entertained legions of loyal fans for more than two decades.

Also on Friday night will be the Breitling All Mountain Film Premier Party at Garfinkel’s from 8:30pm-10pm. The premier party will be free and open to the public and will feature all the film comp competitors’ three-minute videos shot over the four-day competition.

In its seventh year, the Tuaca World Pond Skimming Championships will return to Spring Back on Saturday from 2-5 p.m. at Vail Mountain's Golden Peak base area. Skimmers from around the world will test their buoyancy in hopes of becoming the 2009 Tuaca World Pond Skimming Champion and be awarded two '09-'10 Epic Passes. The event will also feature DJ Logic, one of the world's most accomplished turntablists, include a free BBQ courtesy of Vail Resorts and kick-off The Great Epic Giveaway, a Vail Resorts appreciation promotion.

The Great Epic Giveaway will include a destination trip for two to a remote Vail Resort's Caribbean property, a host of '09-'10 Epic Passes as well as a wide variety of merchandise gifts including K2 and Liberty skies, Smith eyewear, 3,000 t-shirts, giveaways from area merchants and tons more! The Great Epic Giveaway will be a scratch-card competition with details on how to participate announced at the conclusion of the pond skimming championships.

To celebrate the conclusion of another fabulous Vail winter season and to round out the Spring Back festival, Bud Light will present a free concert featuring Of a Revolution, better know as O.A.R., on Sunday in Vail Village. The Crash Kings will open for show at 5pm, with O.A.R. taking the stage at 6:30p.m. This is the first year Spring Back to Vail is offering a Sunday evening concert following closing day's on-mountain festivities.

Both the Friday and Sunday night concerts will be free to the public, as a way of saying thanks from Vail, and held at a brand new venue in Vail Village, with the stage set at the new Solaris area and concert-goers moving across the International Bridge to Checkpoint Charlie. For more information and a detailed schedule, visit [www.springbacktovail.com](http://www.springbacktovail.com).

Vail Resort's lift ticket package includes the purchase of a seven-day lift ticket for \$199. The package is valid April 13-19, 2009 and offered on an advance purchase only. For additional package information visit [www.vail.com](http://www.vail.com). Vail Resort's '09-'10 Epic Season Pass is now on-sale for just \$579. The Epic Pass is the only ski pass that offers Unrestricted and Unlimited access to Vail, Beaver Creek, Breckenridge, Keystone and Heavenly. Visit [www.epicpass.com](http://www.epicpass.com) to purchase the Epic Season Pass.

For the inside track on Vail this season including lodging deals, exclusive offers from the Vail Snowsports School, on-mountain dining, Adventure Ridge, and in-town restaurants and shops go to [www.vailallthelove.com](http://www.vailallthelove.com).

Spring Back to Vail 2009 is presented by Vail Resorts, Bud Light, Amp Energy, Volvo, Town of Vail, Breitling, Tuaca and SKI Magazine. Brought to you in part by Smith Optics, Liberty Skis, Jack Link's Beef Jerky, rellcomp.com, Neve, Army, Vail Daily, TV8, KZYR The Zephyr. The ECO Village is brought to you by IZSTYLE, Reverb, Stonyfield Farm and Honest Tea.

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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.