



**For Immediate Release
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**CHRIS ISAAK, MATISYAHU AND OF A REVOLUTION (O.A.R.) WILL HEADLINE
SPRING BACK TO VAIL 2009**

▪ **Concerts Will Be Free to the Public and Featured in Vail Village**

VAIL, Colo.—March 6, 2009—In its seventh year of revelry, Spring Back to Vail, the iconic, high-energy, end-of-season festival, returns April 13-19, 2009 with three free headlining concerts featuring Chris Isaak on Friday, April 17, Matisyahu on Saturday, April 18 and Of a Revolution (O.A.R) on Sunday, April 19 all performing at an outdoor concert venue in Vail Village. Recognized as the nation’s largest spring bash in the mountains, Spring Back to Vail combines music, on-mountain events, in-town parties, the ever-popular World Pond Skimming Championships and new for 2009, the Breitling All Mountain Film Competition.

“Vail is certainly showing ‘All the Love’ at this year’s Spring Back by providing an outstanding concert lineup for one great price – free!” exclaimed James Deighan of Highline Sports & Entertainment. “Chris Isaak, Matisyahu and O.A.R. are all known for their spectacular live shows and we’re thrilled to host them here in Vail. As the Vail All The Love campaign continues to share exclusive offers with guests and locals alike, featuring three free Spring Back to Vail concerts is just another example of Vail Resort’s and the Town of Vail’s commitment to the campaign.”

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. Known for his charismatic stage presence, the performer and his band of 20 years is recognized by classics such as ‘Wicked Game,’ ‘Baby Did A Bad Thing,’ ‘Somebody’s Crying’ and ‘Blue Hotel.’

“I have a tremendous commitment to having a show go well and I think about what I am going to do on stage,” said Isaak. “I’ve been so lucky because the guys I play with are not only great musicians but they enjoy playing live... We have to have fun because the fun starts with us and moves into the audience.”

Matisyahu, formed in 2001, and known for blending traditional Jewish themes with Reggae, rock and hip-hop sounds will bring his dynamic brand of music to Vail Saturday, April 18. Since his debut, Matisyahu has received remarkable reviews from both rock and reggae outlets and was named Top Reggae Artist of 2006 by *Billboard*.

“Matisyahu has an electrifying stage presence and high energy at all of his live shows,” said Jeff Brausch of Highline Sports & Entertainment. “He performed at Vail’s Gerald R. Ford Amphitheater a few years ago and drew a huge crowd. His unique beat-boxing and impressive vibrancy is sure to get people jamming and dancing in Vail Village.”

To celebrate the conclusion of another fabulous Vail winter season and to round out the three night concert series, Of a Revolution, better know as O.A.R., will perform on Sunday, April 19 in Vail Village. This is the first year Spring Back to Vail is offering a Sunday evening concert following closing day’s on-mountain festivities.

Founded in 1996, O.A.R. became an instant hit among college students due to their massive online distribution over campus networks. Without any formal marketing or advertising plans, news of their songs such as ‘That Was a Crazy Game of Poker,’ ‘City on Down’ and ‘Night Shift’ spread by word of mouth alone. Not long after the band’s conception, they landed #40 spot on *Billboard’s* Top 200 List in 2005, held a sold-out concert on New York City’s Madison Square Garden in 2006 and has sold in excess of 1.2 million albums over the course of the band’s career.

“O.A.R. is absolutely going to kill it at Spring Back,” said James Deighan of Highline Sports & Entertainment. “They have multitude of diehard fans from across the U.S. who are sure to mark

the concert on their calendar. There has been a massive demand for these guys and we are lucky to have them in the concert line-up.”

Concert-goers are encouraged to dress appropriately for the outdoor performances. Food and beverages will be available for purchase at each show. Stay tuned to www.springbacktovail.com for concert updates including venue locations and performance times.

It’s all part of Spring Back to Vail, April 13-19, 2009. Each year, Spring Back to Vail brings end-of-season entertainment to Vail Mountain with on-snow events, concerts, nightly parties, the ever-popular World Pond Skimming Championships and new for 2009, the Breitling All Mountain Film Competition. For more information, visit 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. 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.

Spring Back to Vail 2009 is presented by Vail Resorts, Bud Light, Town of Vail, Amp Energy, Tuaca, Volvo, Breitling and SKI Magazine. Brought to you in part my Smith Optics, Liberty Skis, Nature Valley Granola Bars, Vail Daily, KVBA TV8 and KZYR The Zephyr.

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