



**For Immediate Release**

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**SPRING BACK TO VAIL RETURNS APRIL 3-16 WITH TWO WEEKS OF  
ENDLESS MUSIC, PARTIES AND THE WORLD POND SKIMMING CHAMPS**

**VAIL, Colorado** — Do you find yourself stricken with an infectious case of spring fever? Ready to shed the winter layers and grab a tan? Daydreaming of sandy beaches, cold libations and endless entertainment? Then get ready for Spring Back to Vail April 3-16: two weeks, one unbelievable mountain bash.

A not-to-be-missed mix of music, parties and on-hill antics, Spring Back to Vail will officially kick off the Spring Season in style. Highlights include headliner concerts, a Warren Miller movie screening, two-weeks of après and nightly bar parties hosted by Bacardi and Coors Light, and the wet and wild World Pond Skimming Championships.

“Spring Back to Vail is your chance to say ‘take a hike’ to old man winter and welcome in a fresh new season,” explained Amy Hornyak of Highline Sports & Entertainment, the Vail-based sports marketing and events company responsible for Spring Back to Vail.

“Let’s celebrate Spring the best way we know how, mountain style. I guarantee it will be an over-the-top wet and wacky good time.”

Festivities get kicked off April 3-6, with four days of après and nightly bar parties in Vail Village. The action heats up Friday, April 7, with a live headliner concert from 5:00pm in

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## Spring Back to Vail

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the Ford Park parking lots. Spring Back continues Saturday, April 8, with a DJ spinnin' at the Gondola followed by a second night of live music in the Ford Park parking lots from 5:00pm headlined by a top-notch MTV musical act. Week two features more bar parties, free street parties and concerts in Vail Village, and more.

Spring Back to Vail's action will come to a boil with the World Pond Skimming Championships, Saturday, April 15, from 2:00-5:00pm as competitors compete for 100 feet of fame at Lake Golden Peak.

The “sport” of Pond Skimming involves finely tuned athletes attempting to defy the laws of physics and slide completely across a pond of freezing water on skis or a snowboard. A select panel of judges will score each contestant on distance, style and creativity.

“Pond Skimming is one of the great mountain rites of spring,” continued Hornyak, “and we are stoked to be able to host Worlds once again. Costumes are definitely encouraged and we will have trained life guards on duty for those who forget their water wings.”

For additional information on Spring Back to Vail visit [www.springbacktovail.com](http://www.springbacktovail.com) or call (970) 476-6797.

Spring Back to Vail is yours thanks to Vail Mountain, MHD, Coors Light, Bacardi, Town of Vail, Volvo, Skiing Magazine and is sponsored in part by CME, Vail Dentistry, Steadman Hawkins Sports Medicine Clinic, Nature Valley Granola Bars, KZYR-the Zephyr, KVBA-TV8 and the Vail Daily.

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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.*