



For Immediate Release
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**Wintersköl's Emerald Anniversary brings OZ, swissbob races,
big air, and free concerts to Snowmass Jan. 15**

Snowmass Village, CO. On January 15, Snowmass offers up a “skol” or “toast” to winter with a full day of events as part of the annual Wintersköl celebration. Begun in 1951 by Aspen locals searching for a unique way to celebrate the valley’s Nordic lifestyle, Wintersköl now encompasses four days of events from January 12-15 at all four mountains. Snowmass Village concludes the Wintersköl festivities on January 15 with a Wizard of Oz theme to celebrate the event’s 55th or emerald birthday.

“We’re thrilled to be a part of the Wintersköl festivities and look forward to closing out the event with a full day of fun Snowmass-style,” says Susan Hamley, Marketing Director for Snowmass Village. “From big air to face painting to groovin’ music, we’ve got something for everyone.”

The day kicks off with the third annual Snowmass Swissbob Races on Fanny Hill. There’s no better way to challenge your downhill moxie than via a sled only 12 inches wide by 12 inches deep. This year, in addition to Down Hill and GS races, Snowmass introduces the Uphill Swissbob Challenge as well. The Uphill involves both a 500-foot vertical climb and a downhill course. Cash prizes for first, second, and third place will be given out to those competing in all three categories, and the first 20 contestants to register will receive a free Swissbob sled (additional registrants must bring their own Swissbob, which are available for sale

at Snowmass' Aspen Sports store next to the ticket pavilion). Racers can register at any time at Christy Sports in Snowmass Village or by calling 925-1663.

When the Swissbob races end at 2 p.m., the action moves into the air with the season's first Big Air competition. Check out amateurs and pros launching off a 40-foot jump and hucking their best moves for the crowds and judges on Fanny Hill. Also starting at 2 p.m. on the Snowmass Village Mall is Munchkin Land, a kids camp where families will find face painters, balloon shapers, stilt-walkers, and more. In honor of Wintersköl's 55th or emerald year, the Snowmass Village Mall will be transformed into the land of Oz, complete with a yellow brick road, Glinda and Dorothy character actors, and other cut-out OZ characters with which children can have their picture taken.

The Snowmass Village Mall Stage rocks from 2-5 p.m. with acclaimed up and coming band Little Hercules. From Minturn, Colorado, Little Hercules is recognized as one of the nation's top unsigned original acts. With unique funk-rock and groove music, Little Hercules has shared the stage with such musical powerhouses as Spearhead, G. Love, The Radiators, Stockholm Syndrome, Bo Diddley, and Soulive and promises a hearty elixir of driving rhythm and self-defined "greasy grooves". Band photos and contact information are available at www.littlehercules.net/presskit.html.

The day concludes at 7 p.m. with fireworks over Fanny Hill, and visitors are encouraged to stay and dine at one of Snowmass' 30 restaurants and bars. Lockers are available throughout the Snowmass Village Mall, and buses pick up at the RFTA Transit Station at the end of the Snowmass Village Mall for Aspen and Downvalley destinations at 15- and 45-minutes past the hour. The buses are free to Aspen until 4:45pm and then only \$3 per ride afterwards. Free

shuttles also run throughout Snowmass Village every 20 minutes. For additional information on Snowmass restaurants, shopping, and lodging, please call 1-800-SNOWMASS.

Snowmass Winterskol Schedule January 15:

9 - 10 a.m.	Snowmass Swissbob Race Registration \$20 entry fee, Christy Sports Snowmass Village
11 a.m. - 2 p.m.	Snowmass Swissbob Down Hill, GS, and Uphill Swissbob Challenge Fanny Hill
12:30 p.m.	Big Air Registration \$20 entry fee Fanny Hill
1-2:00 p.m.	Big Air Practice, Fanny Hill
2 - 3 p.m.	Big Air Event, Aspen Skiing Company, Fanny Hill
2 p.m.	Munchkin Land kids camp, with face painting, balloons, stilt walker, etc. Snowmass Village Mall
2:00 - 5 p.m.	Live Music by "Little Hercules" Snowmass Village Mall Stage
3:30 p.m.	Snowmass Swissbob and Big Air Awards Ceremony Snowmass Village Mall Stage
7 pm	Fireworks on Fanny Hill