



For Immediate Release
Media Contact: Allison Johnson
Town of Snowmass Village
Phone: (970) 704-9988
Email:aj@snowmasspress.com

**Shake your Shamrock in Snowmass this St. Paddys Day.
Aspen/Snowmass boasts full weekend of Bud Light Spring Jam Festivities.**

Snowmass Village, CO. Snowmass Village, Colorado, may be having one of its snowiest years in decades, but even the extra white stuff cant stop Snowmass from turning an emerald green on March 17. Hosting one of the biggest St. Paddys Day parties in the mountains, Snowmass will be filled with free live music and shamrock-hued festivities in addition to Aspen/Snowmass Bud Light Spring Jam celebration.

“St. Paddys Day in Snowmass is a full-on celebration offering something for everyone,” says Susan Hamley, Marketing Director for the Town of Snowmass. “Whether you come for the amazing free music, the Irish festivities or for the Bud Light Spring Jam weekend and fireworks, its a great time to visit.”

The party kicks off on March 16th at 7 p.m. with a free Bud Light Hi-Fi Concert on Fanny Hill featuring the Freddy Jones Band. Roots-rock specialists in the tradition of groups like the Dave Matthews Band and the Allman Brothers Band, The Freddy Jones Band will bring solid blues rock to Snowmass Village. On Friday, March 17, don your Irish party hat and come prepared to shake your shamrock. Fanny Hill turns green with a giant snow shamrock, while on the Snowmass Village Mall pedestrians can check out local artist Lauren Wilders creation of an 8-foot by 8-foot Shamrock made of Bud Light cans.

“Its interesting to have a different perspective on what we can do with simple objects and make something really fun,” says Aspen Skiing Company event manager Nancy Scheinkman.

According to Scheinkman, all Aspen/Snowmass events try to incorporate a creative artistic element.

Along with the green scenery, free St. Paddys Day events and concerts abound. The Lucky Leprechaun Scavenger Hunt from 9 a.m. to 2 p.m. kicks off the day on Snowmass mountain with a pot of golden prizes at the end for both adults and kids. From noon to 2 p.m., kids can join Jammin Jim the Juggler in the middle of the Snowmass Village Mall for St. Paddy's Day fun and to make themed costumes for the parade marches later in the day.

Fanny Hill rocks from 2-3 p.m. with the Bud Light Big Air Fridays competition, where regional athletes huck their best moves off a 40-foot jump. From 2 to 6 p.m. the Snowmass Village Mall is packed with festive Irish spirit. The Colorado Skye Bagpipe & Drum Band parades through the Mall at 2 p.m., 3:45 p.m., and 6 p.m., while the Colorado Skye Dancers perform traditional Irish jigs and reels at 2:15 p.m. and 4 p.m. Lest all the jumps, jigs, and dancing make visitors thirsty, they can raise a pint to the Irish at the Beer Garden & Food Tents on the Mall, which will serve traditional Irish fare and hearty green beer.

The Mall resounds with modern music throughout the afternoon as well. Great American Taxi, an acoustic band performing sound-blending rock n' roll, down-home Americana and full flavored country, boasts an epic lineup of talented Boulder musicians including Vince Herman of Leftover Salmon, Chad Staehly of the John McKay Band and Canine Unit, Jefferson Hamer of the Single Malt Band and Wayfarers, and Jake Coffin and Brian Schey of Dan Bern and Fraga. Great American Taxi performs at 2:45 p.m. and 4:15 p.m. at the Snowmass Village Mall Ticket Pavilion.

Sweet Sunny South, an up-and-coming popular band from Paonia, Colorado, brings acoustic old-time bluegrass music with a unique blend of new and traditional music to the Snowmass Village Mall stage at 3 p.m. St. Paddys Day concludes with fireworks at 7p.m. and individual celebrations in local bars. Visitors also can head to the Rio Grande Park in downtown

Aspen from 7-9 p.m. to check out the Fusionpark Invitational, a first-ever triple threat showdown of rail-sliding, skateboarding, and bowl riding all performed simultaneously to live music.

The weekend continues on Saturday and Sunday with the KickAspen Big Air Invitational on Aspen Mountain, a Bud Light Spring Jam CORE party in downtown Aspen Saturday night and a free Terrain Parks Parks Bootcamp at Snowmass on Sunday. For more information on these events, please visit www.aspensnowmass.com.

For the full Snowmass St. Paddys Day schedule, please visit www.snowmassvillage.com or call 1-800-SNOWMASS. For media information and photos, call Allison Johnson at (970) 704-9988.

