



**Contact:** Kristin Rust, 970/300-7021

## **SNOWMASS ALIVE WITH EVENTS, MUSIC AND FIREWORKS THIS WEEKEND**

**Check Out the 2006 POWERade Colorado Freeride Series and Championships presented by Stihl and Bud Light Big Air Fridays**

### **Registration for Both Events Open Now**

Aspen/Snowmass, CO, Feb. 14, 2006...Aspen Skiing Company will host two events on Snowmass this weekend full of big air, big tricks and big talent – the POWERade Colorado Freeride Series and Championships presented by Stihl and the first of seven Bud Light Big Air Fridays. Stick around the Snowmass Mall for fireworks and live music on Friday, 2/17.

### **POWERade Colorado Freeride Series and Championships presented by Stihl**

The POWERade Colorado Freeride Series and Championships presented by Stihl consists of two one-day freeriding events, February 17 and 18, plus a championship weekend event, March 10 and 11. The events is held on Snowmass' famed Hanging Valley Headwall and Burn Side Cliffs - steep faces littered with rocks, cliffs and hanging snowfields. Over 20 feet of snow has fallen this season, ensuring a great competition. Past champions include skiers Ted Davenport and two-time U.S. National Freeskiing Champion, Rex Wehrman.

Registration is open now to men and women, skiers and snowboarders over the age of 16 online at [www.aspensnowmass.com](http://www.aspensnowmass.com) or by calling 970/300-7031. Registration is \$40 for a single event, \$100 for all series events, \$180 for all series events plus the championships, or \$125 for only the championships.

### **February 17 and 18**

<b>Time</b>	<b>Event</b>	<b>Location</b>
7am	Athlete arrival	Snowmass Ticket Pavillion
9-10am	Practice	Hanging Valley Wall - Friday Burn Side Cliffs – Saturday
10am	Event begins	Hanging Valley Wall - Friday Burn Side Cliffs – Saturday

This event could not take place without the support of Aspen/Snowmass sponsors POWERade, Stihl, Bud Light, Cloudveil, Town of Snowmass Village, Nissan, Smith, Giro, AMEX, Gevalia, The Aspen Times, KSNO, Freeskier magazine and Rocky Mountain Sunscreen. Check The Aspen Times for results.



**Contact:** Kristin Rust, 970/300-7021

### **BUD LIGHT BIG AIR FRIDAYS**

Head to Snowmass this Friday, 2/17 to take in the first of seven Bud Light Big Air Fridays and watch some of the area's best shredders launch off the massive jump located on Fanny Hill at the edge of the Snowmass Mall. This big air contest combines skiers and snowboarders in a 40 minute jam-session at 2pm. Judges will choose four skiers and four snowboarders from the jam session to continue on to the finals. The finalists will have one jump and then be placed according to best-trick. A live band performs after every Bud Light Big Air Friday from 3-4:30pm, then stick around for fireworks at 7pm above Fanny Hill.

Registration takes place on the day of the event between 12:30pm-1:30pm on Fanny Hill at the base of the jump. Registration is taken on a first-come, first-served basis and is limited to 20 skiers and 20 snowboarders. The entry fee is \$20 per event, weekly prize money of \$1,050 is split between the top three ski and snowboard winners. The competition is open to pros or amateurs of all ages. Helmets are required.

This event is made possible by Aspen/Snowmass sponsors Bud Light, Nissan, Thorlo, RLX, TOSV, D&E, Alamo/National and Obermeyer. Future Big Air Fridays dates are February 24, March 3, 10, 17, 24 and 31, 2006. For more event information contact Tami Solondz at 970/300-7034.

<b>Time</b>	<b>Event</b>	<b>Location</b>
12:30-1:30pm	Competitor registration	Fanny Hill
1- 2pm	Course is open	Fanny Hill
2-2:40pm	Bud Light Big Air Jam Session Competition	Fanny Hill
2:45-3pm	Bud Light Big Air Finals	Fanny Hill
3pm-4:30pm	Live Music	Snowmass Pavillion
7pm	Fireworks	Fanny Hill

For more information on all Aspen/Snowmass events go to <http://www.aspensnowmass.com>.

###

*Aspen/Snowmass is experiencing one of the biggest winters on record with over 20 feet of snowfall to date, with the snowiest months still to come. Experience the Powder of Four!*