

**For Immediate Release:**

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## **FREE SNOWMAGICAL FAMILY FUN FEST BRINGS AWARD-WINNING PERFORMERS, RAIL JAM, AND HOGWARTS HYPE TO SNOWMASS JULY 20-21**

**SNOWMASS VILLAGE, Colo.** – Heading into its second quarter century, the 26th annual Snowmagical Family Fun Fest July 20 -21 continues its tradition of nonstop family fun but visitors will find it in a new location this year. After 25 years on the Snowmass Village Mall, the Saturday festivities are moving to the grassy fields near the new Snowmass Recreation Center.

"We're excited about the festival's potential with this move," says event organizer and award-winning magician Doc Eason. "Moving the event to Town Park is like taking the lid off a popcorn popper. I think this will be a quantum leap for this popular event. The lineup of talent is simply tremendous, and with exciting new offerings and collaborations as well."

**Over a dozen entertainers and magicians** are headed to town July 20 to 21 for a packed schedule of free performances and interactive fun. The **award-winning music duo The Swingset Mamas**, whose song Sunscreen Dance was recently chosen as the official theme for the EPA's Sunwise Program, will perform songs that tap into the most fundamental joys and struggles of parents and their children. Bob Sheets, the original Jolly Jester of Snowmass returns as does talented storyteller Denise Berry-Hanna. Magic-wielding maestros for the festival include Doc Eason, Mike T., Wayne Francis, Marty Wayne, Cliff Tiffany, Ann Lincoln, John T. Sheets, Darren Flores, Tammy Baar, Marty McDowell, Scott Macray, Mack Eason, Lew Wymisner, Eric Mead, and Jammin Jim.

The fun kicks off on Friday night with the **biggest Harry Potter book release celebration in the Roaring Fork Valley**. The Snowmass Village Mall turns into Hogwarts with magicians and street performers offering impromptu shows. As the sun sets, Denise Berry-Hanna regales families with her magical tall tales and the movie Harry Potter and the Goblet of Fire plays, followed by the release of the final book in the Harry Potter series at the stroke of midnight at Snowmass Photo & Books. Books can be pre-ordered ahead of time for pick-up at 12:01am. All little muggles attending on Friday night receive a free magic wand.

On Saturday, the fun continues down by the Snowmass Recreation Center starting at 9 a.m. Rocky Mountain Martial Arts students perform their Soo Bak Do presentation at 9:30 a.m., followed by back-to-back magic performances. Ventriloquists, illusionists, clowns, and lunatic pranksters rule the day, while free afternoon puppet and juggling workshops are also available for free.

**NEW! This year the DNA Evolution Tour**, the biggest U.S. amateur freeskiing tour of the summer, will be stopping by the festival from 12-3 pm. This ski & snowboard rail jam making 23 stops across the west takes place on an enormous 30 x 80 ramp of rails and rollers promising amateurs the chance to catch big air and practice their best winter moves. The competition is open to all amateurs and includes a \$500 cash purse first prize and "best trick" and "best trick—13 years and under" awards. (For more information, visit [www.dnaevolutiontour.com](http://www.dnaevolutiontour.com)),

Families seeking a little poolside action also can visit the new Snowmass Recreation Center on Saturday from 12-4 pm for the discounted price of \$6/person.

The festival concludes back on the Snowmass Village Mall where magicians roam table-side at participating restaurants at the Magic Dine-Around (Zanes, Margarita Grill, Stewpot, Big Hoss, Mountain Dragon, il Poggio, Brothers Grill, Artisan). The 9 p.m. **Magic Cabaret draws all these talented**

**performers together** at the Stonebridge Inn for a final extravaganza. The Cabaret cost \$5/person and is the only performance of the entire festival that is not free.

“Providing value to our visitors is extremely important to Snowmass, and the Snowmagical Family Fun Fest is a perfect example,” says Susan Hamley, Marketing Director for the town of Snowmass Village. “This is one of the best free family events in the state, and families will appreciate being able to combine the event with all of Snowmass’ other activities to create a magical weekend of memories.”

For a full schedule of activities and performer information, visit [www.snowmasspress.com/snowmagical](http://www.snowmasspress.com/snowmagical). For general Snowmass information, visit [www.snowmassvillage.com](http://www.snowmassvillage.com) or call 1-800-SNOWMASS.

### **Snowmagical Family Fun Fest Lodging Specials**

**A Snowmagical Weekend.** Stay at the Silvertree Hotel July 20-22 and receive a free copy of either the guidebook Aspen Snowmass Trails: A Hiking Guide or the guidebook Mountain Biking the Roaring Fork Valley while supplies last. Enjoy magic and family shows by some of the best performers in the state and then head out with your hiking or biking guidebook for a family adventure on Snowmass’ 40 miles of trails. Silvertree Hotel rates start at \$139/night not including tax, based on availability. To book, call (970) 923-8000 or visit [www.silvertreehotel.com](http://www.silvertreehotel.com).

**Timberline Condominiums Rodeo Package.** Stay in a 2 br/2bath plus loft condominium for 4 nights at the Timberline and you’ll receive a last night free and rodeo tickets for 4 for \$600 (plus tax). A 2br/2bath special is \$564 plus tax. Special is based on availability with blackout dates from 6/24/07 - 7/9/07 and 8/31/07 -9/3/07. To book, call 800-922-4001 or visit [www.thetimberline.com](http://www.thetimberline.com)

**Pokolodi Lodge: Snowmagical Family Fun Fest.** Come for a quick family getaway during the Snowmagical Family Fun Fest. The Pokolodi Lodge is offering a special rate of \$90 for the night of July 20, 2007. Based on availability, some restrictions may apply. To book, call 800-666-4556 or visit [www.pokolodi.com](http://www.pokolodi.com)

**The Timberline Condominiums:** Snowmagical Family Fun Fest. Bring the family for the weekend and enjoy the free Snowmagical Family Fun Fest July 20-21. Stay in a 2 bed/2 bath condominium for \$188.00 per night plus tax. Based on availability and some restrictions may apply. To book, call 800-922-4001 or visit [www.thetimberline.com](http://www.thetimberline.com).

*The resort town of Snowmass Village, Colorado, is located in the heart of the Elk Mountains 9 miles from Aspen, Colorado. Snowmass is accessible via four regional airports (Aspen, Eagle, Grand Junction, and Denver). NEW this summer is daily service to Aspen from Los Angeles on United and expanded Delta service to Aspen from Salt Lake City. Snowmass offers diverse lodging and daily activities for families, adventurers, and couples. For a summer media guide of this popular mountain destination, please visit [www.snowmasspress.com](http://www.snowmasspress.com).*

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