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## **SNOWMASS AND GRETCHEN BLEILER TO HOST THE INAUGURAL SNOW ANGELS INVITATIONAL, MARCH 22-25**

***First-ever all-girls halfpipe contest and photo shoot weekend***

*Aspen/Snowmass, CO., November 21, 2006* – Aspen/Snowmass and Gretchen Bleiler will host the first Snow Angels Invitational during the 7<sup>th</sup> Annual Bud Light Spring Jam, March 22-25. The Invitational will bring the world's best female snowboarders to compete at Snowmass's world-class superpipe, for a cash prize purse of \$20,000.

Confirmed attending athletes include Hannah Teter, Kelly Clark, Tricia Byrnes, Soko Yamaoka, Junko Asazuma, Clair Bidez, and of course, Gretchen Bleiler with additional invited athletes including, Elena Hight, Torah Bright, Kjersti Buaas and more.

In addition to the halfpipe contest, the girls will stay together in local accommodations, socializing, relaxing and enjoying this end-of-season celebration. Their time together will be filmed, from hanging out and photo shoots to the competition itself. A potential TV component would be the first behind-the-scenes reality footage of the world's top female snowboarders.

"We are creating something totally unique to women's snowboarding," says Bleiler. "The girls can compete, win big prize money and capture shots for magazines and their sponsors."

The Snow Angels Invitational will be another highlight of the Bud Light Spring Jam weekend, with the final competition on Sunday, March 25.

"It's a testament to Team Aspen/Snowmass standout Gretchen to have the best female athletes in the snowboarding world fired up to be in Snowmass," says John Rigney, Aspen Skiing Company's managing director of event marketing. "This brand new event adds yet another exciting dimension to our event calendar."

The Snow Angels Invitational weekend will conclude with the halfpipe competition on Sunday, March 25<sup>th</sup>. The Bud Light Spring Jam is the Rocky Mountains' premier spring festival. New school competitions are infused with downtown concerts, parties and core cultural events, attended by top athletes and energized spectators. In addition to the new Snow Angels Invitational, events will include a FREE nighttime Bud Light Hi-Fi Concert in Snowmass, the 8th Annual KickAspen™ Big Air Invitational and the 4th Annual Core Party, both in downtown Aspen.

***Aspen Skiing Company*** operates four destination mountains – Snowmass, Aspen Mountain, Aspen Highlands and Buttermilk – and is the home of the ESPN Winter X Games through 2010. Aspen/Snowmass also offers unparalleled nightlife and off-slope activities as well as four award-winning Ski & Snowboard Schools. Aspen/Snowmass is accessible by two of the most convenient airports in the mountains – Aspen/Pitkin County Airport (3 miles from Aspen) and Eagle County

*Airport (70 miles from Aspen). For more information on Aspen/Snowmass, please call 800/525-6200 or 970/925-1220, or visit the company's website at [www.aspensnowmass.com](http://www.aspensnowmass.com).*

**StantonShade, Inc.** *is a women's sports marketing agency focused on promoting female athletes and developing strategic marketing programs around women's sports. Both representing female athletes and working with brands/companies to develop effective sports marketing programs, StantonShade, Inc. is generating awareness and momentum in the women's sports industry.*

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