

For Immediate Release
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PRESS RELEASE: FOR IMMEDIATE RELEASE
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ON YOUR MARK, GET SET...SNOWSHOE INTO HEAVEN!

15th Annual Mother Of All Ascensions kicks off Madri Gras in Snowmass Village!

Snowmass, Colorado (February 14, 2007) – It's time to bust out your snowshoes and your Mardi Gras beads for the 15th Annual Mother Of All Ascensions happening on "Fat Tuesday" February 20th. This is one of the most fun winter uphill racing events in the state.

The Mother Of All Ascensions, which is part of the all-day Mardi Gras festivities being hosted by Snowmass Village, consists of an uphill climb of 1,741 vertical feet. The race starts at 7:00 AM Sharp at the end of the Snowmass Village Mall by the ticket pavilion and follows the Fanny Hill run to Green Cabin then Coffee Pot and finishes at the High Alpine restaurant.

Everyone will receive a heavenly competitor bag, limited edition long sleeve t-shirt and a chance to win some really righteous draw prizes. Over \$15,000 worth of merchandise will be given away at the awards ceremony following the event.

Prizes will be awarded to the top male and female finishers and those with the best Mardi Gras attire. There is a plethora of fantastic draw prizes from Tabasco, Atlas Snowshoes, Hot Chillys, Goode Ski Technologies, Arborwear, Shred Alert, Outdoor Research, Osprey, Jagermeister, Paul Mitchell, Rudy Project, Nitelze and Keen Footwear.

"The Mother Of All Ascensions is one of my favorite Colorado winter events," said Andrew Bielecki, the uphill organizer. "It's a great way to start off the Mardi Gras festivities in Snowmass Village and the prizes are truly incredible! Almost everyone will receive something at the raffle!"

The pre-registration fee for event is \$35 until Sunday February 18 and \$40 to register day the of. Race day registration and sign-in begin at 5:30 AM in the ticket pavilion at the end of the Snowmass Village Mall.

Applications are available at Christy Sports in Snowmass Village, the Ute Mountaineer in Aspen and Summit Canyon Mountaineering in Glenwood Springs. For more information or to volunteer call Jacqie Stewart at (970) 618-2225. For discount lodging rates and packages call The Crestwood at 1-800-356-5949.

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