

Spring 2008
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ASPEN/SNOWMASS BUD LIGHT SPRING JAM EVENTS LINEUP

Aspen/Snowmass, CO., March 10, 2008 – With over 28 feet of snow falling this winter, Aspen/Snowmass is having a historic season. Closing out this record-breaking season is the extension of the eighth-annual Bud Light Spring Jam into a three-weekend celebration. Bud Light Spring Jam is the Rocky Mountains’ premier spring festival featuring concerts, ski and snowboard competitions, parties and more.

New this year is **Schnee Tag** in Snowmass on Saturday, March 29. Teams of four are invited to create a craft that will slide down Fanny Hill and attempt to soar over a huge pond. And if that doesn’t get the adrenaline pumping, the new **Helly Hansen Battle in the Bowls** will. On Sunday, March 30, teams of two will use Flaik GPS devices to compete in the bowls of Aspen Highlands for \$3,000 in prize money. And finally, the inaugural **Snow Angels Invitational**, co-hosted by Gretchen Bleiler and Aspen/Snowmass, will bring the best women snowboarders in the world to perform in Snowmass, April 4-6.

2008 SCHEDULE*

Spring Jam Events	Venue	Date
March		
Bud Light Big Air Fridays	Snowmass	March 21, 28
Core Party featuring <i>Super Diamond</i>	Aspen	March 21
KickAspen Big Air	Aspen Mountain	March 22
Salomon Terrain Park Boot Camp	Snowmass	March 22, 23
Bud Light Hi-Fi Concert Series	Snowmass	March 23
Bud Light Hi-Fi Concert Series	Aspen Mountain	March 28
Crocs Terrain Park Boot Camp	Snowmass	March 29, 30
NEW - Schnee Tag	Snowmass	March 29
NEW - Helly Hansen Battle in the Bowls	Aspen Highlands	March 30
April		
Bud Light Big Air Fridays	Snowmass	April 4
NEW - Snow Angels Invitational	Snowmass	April 4-6
Snow Angels Terrain Park Boot Camp	Snowmass	April 6

**All events and dates are tentative and subject to change.*

Complete Bud Light Spring Jam Event Schedule:

Bud Light Big Air Friday Series – On-going through April 4

This entertaining eight-week series is entering its fifth year at Snowmass. The best snowboarders and skiers in the state descend upon Fanny Hill each Friday to perform the latest tricks for a chance at a prize purse and series points. This event began on February 15 and will continue every Friday through April 4.

Core Party featuring Super Diamond – March 21 – 8 p.m.

Super Diamond will kick off Spring Jam at the Core Party in downtown Aspen, on March 21. Famous for their sequined outfits and infectious energy, Super Diamond will play for free on the corner of Galena Street and Cooper Avenue.

KickAspen Big Air Invitational at Aspen Mountain – March 22 – 8-9:30 p.m.

KickAspen Big Air showcases the best regional ski and snowboard athletes competing under the lights at the base of Aspen Mountain. Prize giveaways, a beer garden and a DJ will round out the action at the base of the mountain.

Salomon Terrain Park Boot Camp – March 22, 23 – 12-3 p.m.

The Salomon Terrain Park Book Camp is an entry level terrain park that will be set up at Snowmass. Coaches, including Aspen Valley Ski & Snowboard Club coaches and athletes, will teach beginners (13 and up) how to safely slide a rail, hit a box and throw a trick. From teens to parents, this is open to anyone interested in learning the ropes of the terrain park. It will be open from 12-3 p.m. on March 22 and 23.

FREE Bud Light Hi-Fi Concert Series: March 23 & 28

The popular FREE Bud Light Hi-Fi Concert Series has featured Blues Traveler, Dinosaur Jr. and the North Mississippi Allstars so far this season. The remaining concerts will be on Sunday, March 23 in Snowmass and Friday, March 28 at the base of Aspen Mountain. The series offers five free, outdoor concerts held during key events and peak weekends throughout the season. Past performers include Ozomatli, JJ Grey and MOFRO, Everclear, Big Head Todd and the Monsters, The Offspring, Unwritten Law, The Vandals, Gin Blossoms, POD and Arrested Development. Stay tuned for announcements on the artists for the last two concerts.

Aspen Klug Camp, March 28-30

The eighth annual Aspen Klug Camp, hosted by Aspen/Snowmass Athlete Chris Klug, will resume Friday, March 28 through Sunday, March 30 at Buttermilk. The camp is designed for all types of snowboarders from softbooters to hardbooters and from carvers to freestylers. The camp features halfpipe, boardercross, giant slalom and salmon instruction from expert instructors including Chris Klug, Tricia Byrnes, Travis McLain, Justin Reiter and Mitch Stout. Interested snowboarders should visit www.chrisklug.com/camp.html for more information.

Crocs Terrain Park Boot Camp – March 29, 30, 12-3 p.m.

The Crocs Terrain Park Book Camp is an entry level terrain park that will be set up at Snowmass. Coaches, including Aspen Valley Ski & Snowboard Club coaches and athletes, will teach beginners (13 and up) how to safely slide a rail, hit a box and throw a trick. From teens to parents, this is open to anyone interested in learning the ropes of the terrain park. It will be open from 12-3 p.m. on March 29-30.

NEW - Schnee Tag – March 29 – 3 p.m.

Hold on tight for the new Schnee Tag event (pronounced Schnee Tog) on Fanny Hill at Snowmass. Teams of four are invited to create a craft that will slide down Fanny Hill and attempt to soar over a 75x20 foot pond. Each team will perform a skit before their run and will be judged on costume theme, creativity and flight distance of their craft. The craft must be entirely human powered with no external energy sources. The craft must be less than 10 feet wide and weigh less than 400 pounds, including the pilot. Each team will pick just one member to fly their craft across the pond. The first place team will win a trip to Red Bull's Flugtag. Second place will win paragliding flights with the Red Bull Airforce. Third place will win VIP invites to the Red Bull Soap Box Derby at Red Rocks in Morrison, Colo. Registration forms will be available Monday, March 10 on the events tab at www.aspensnowmass.com.

NEW - Helly Hansen Battle in the Bowls – March 30 – 10 a.m. – 2 p.m.

This new event, hosted by Team Aspen/Snowmass Athlete Chris Davenport, features teams of two using Flaik GPS devices to track how skilled each duo is at skiing the many bowls of Aspen Highlands. Awards and \$3,000 in prize money will be given to the top three teams to finish the

course as well as the teams with the fastest bowl lap, slowest bowl lap, fastest time down the bowl, most vertical, most trails and most lift rides. Interested athletes can register online beginning Wednesday, March 12 at www.aspensnowmass.com.

NEW – Snow Angels Invitational – April 4-6

Aspen/Snowmass and Gretchen Bleiler have teamed up to bring guests the inaugural Snow Angels Invitational, featuring an all-female snowboard superpipe contest in Snowmass. Along with Bleiler, Winter X Games stars Hannah Teter and Kelly Clark will participate, as well as other top female snowboarders. Superpipe practice will be open to the public for viewing on Friday, April 4 from 10 a.m. – 2:30 p.m. while the finals go down on Saturday, April 5 from 10 a.m. – 2 p.m. Sunday, April 6 will feature a photo shoot with the athletes at the Snowmass superpipe and quarterpipe from 9:30 a.m. – noon. Also, several participating athletes will be instructing at the **Snow Angels Terrain Park Boot Camp** on Sunday, April 6 from 12 – 3 p.m. on Fanny Hill.

A special thank you to Aspen/Snowmass Bud Light Spring Jam Sponsors: Bud Light, Helly Hansen, Sprint, W.L. Gore & Associates, Red Bull, Town of Snowmass Village, Crocs, Salomon, American Express, Nature Valley, D&E Ski and Snowboard Shop, Green Mountain Coffee Roasters, Smith, Peak Party Rental and ResortQuest.

Aspen Skiing Company operates the four mountains in the Aspen/Snowmass area - Snowmass, Aspen Mountain, Aspen Highlands and Buttermilk - as well as the award-winning Ski & Snowboard Schools of Aspen/Snowmass. The area offers unparalleled nightlife and off-slope activities as well. Aspen/Snowmass is accessible by two of the most convenient airports in the mountains – Aspen/Pitkin County Airport (ASE) (3 miles from Aspen) and Eagle County Airport (EGE) (70 miles from Aspen). For more information on Aspen Skiing Company, please call 800-525-6200 or 970-925-1220, or visit the company's website at www.aspensnowmass.com.

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