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**THE 2008 STIHL® COLORADO FREERIDE CHAMPIONSHIPS TAKE PLACE
FEBRUARY 29 – MARCH 1 IN SNOWMASS
*Qualifiers on Friday, Championships on Saturday***

Aspen/Snowmass, CO, February 27, 2008... Aspen/Snowmass will once again host the STIHL® Colorado Freeride Championships this Friday and Saturday, February 29 – March 1 at Snowmass. This is the seventh annual Colorado Freeride Championships. The event draws some of the best freeride skiers and snowboarders in the nation to Snowmass.

The STIHL® Colorado Freeride Championships offers competitors a \$7,500 prize purse and brings participants and guests a weekend of steeps, cliffs and monster hucks. Qualifying runs take place Friday, February 29 on Snowmass' famed Hanging Valley Headwall from 10 a.m. – 3 p.m. The championships take place on Saturday, March 1 from 10 a.m. – 3 p.m. on the Burn Side Cliffs with viewing from Gwyn's High Alpine, located at the top of the Alpine Springs lift. Sunday, March 2 will be reserved for a weather day.

Competitors this weekend include Aspen/Snowmass Athlete Kiffor Berg, Aspen local Frank Shine, Aaron Estrada and Dave Watson. Past champions include local skiers Berg and Ted Davenport as well as two-time U.S. National Freeskiing Champion, Rex Wehrman.

There are more than 100 competitors entered in the competition. Interested athletes should sign up as soon as possible as the event is expected to sell out. Athletes can contact Traci Salemme at tsalemme@aspensnowmass.com or 970/300-7034.

This event could not take place without the support of Aspen/Snowmass sponsors STIHL, Helly Hansen, Town of Snowmass Village, Bud Light, Nature Valley, Audi, Green Mountain Coffee Roasters, Freeskier Magazine, Smith, Giro, American Express, Hertz, The Aspen Times and Peak Party Rental.

Bud Light Big Air Fridays continue at Snowmass this Friday and every Friday through April 4. Watch some of the area's best athletes 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 2 p.m. 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 - 4:30 p.m. then stick around for fireworks at 7 p.m. above Fanny Hill. For more information please visit www.aspensnowmass.com.

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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