

ASPEN SNOWMASS

Winter 2007-2008

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ASPEN/SNOWMASS LINES UP THE WINTER EVENTS FOR 2007-2008
Women's Downhill Returns to Aspen for the First Time Since 1988
New Quarterpipe Event on Aspen Highlands During Winter X Games
Winter X Games Returns to Aspen/Snowmass for 7th Consecutive Year

Aspen/Snowmass, CO...This season will bring back renowned Aspen/Snowmass events and feature several new events, providing innovative experiences for all types of audiences. All spectator events are free and open to the public. For more information go to www.aspensnowmass.com/events.

2007-2008 SCHEDULE*

Event	Venue	Date
<u>October</u>		
The Meeting	Wheeler Opera House/Belly Up	Oct. 4 - 7
NEPSA Video and Art Awards	Wheeler Opera House	Oct. 4
<u>November</u>		
Opening Day	Snowmass/Aspen Mountain	Nov. 22
Thanksjibbing	Aspen Mountain	Nov. 24
<u>December</u>		
Summit For Life Uphill Race	Aspen Mountain	Dec. 1
Aspen Winternational FIS Alpine World Cup	Aspen Mountain	Dec. 7 – 9
Opening Day	Aspen Highlands/Buttermilk	Dec. 8
Bud Light Hi-Fi Concert Series	Aspen Mountain	Dec. 8
40 th Anniversary Celebration of Snowmass**	Snowmass Village Mall	Dec. 15 – 16
<u>January</u>		
Wintersköl™***	Aspen/Snowmass	Jan. 10 – 13
ESPN Winter X Games 12	Buttermilk	Jan. 24 – 27
Bud Light Hi-Fi Concert Series	Aspen Mountain	Jan. 24
King of Quarters	Aspen Highlands	Jan. TBD
Après X Concert Series	Wagner Park	Jan. TBD
<u>February</u>		
Mardi Gras Celebration**	Snowmass Village Mall	Feb. 5
Aspen/Snowmass Open	Buttermilk	Feb. 7 – 10
Bud Light Big Air Fridays	Snowmass	Feb. 15, 22, & 29
Bud Light Hi-Fi Concert Series	Aspen/Snowmass	Feb. 17
<u>March</u>		
Colorado Freeride Series & Championships	Snowmass	Feb. 29 – March 2
Bud Light Big Air Fridays	Snowmass	March 7, 14, 21, 28
St. Patty's Day Celebration**	Snowmass Mall	March 17
Bud Light Spring Jam	Aspen/Snowmass	March 21 – 23, 28 – 30
Core Party	Aspen	March 21
Bud Light Hi-Fi Concert Series	Snowmass	March 22
KickAspen Big Air	Aspen Mountain	March 23
Bud Light Hi-Fi Concert Series	Snowmass	March 28
<u>April</u>		
Bud Light Big Air Fridays	Snowmass	April 4
Closing Day	Aspen Highlands/Buttermilk	April 6

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

***Hosted by Town of Snowmass Village*

****Hosted by Aspen Chamber Resort Association*

Complete 2007-2008 Event Schedule:

The Meeting – Aspen’s Snow Film Celebration: Oct. 4 – 7

This October, Aspen/Snowmass will once again host The Meeting, a weekend celebration of ski and snowboard films. Now in its third year, this original event has grown into *the* must-attend season kick-off for the snowsports industry – creating a scene for fans, athletes and industry players to share the anticipation of the upcoming season. Ski and snowboard films from past years include those from producers such as Poor Boyz Productions, Teton Gravity Research, Mack Dawg Productions and Volcom Entertainment. The film screenings will be surrounded by parties, events and other surprises with the top ski and snowboard pros featured in the films, the filmmakers themselves, and other industry influencers in attendance to discuss trends and entertaining stories behind this year’s movies.

NEPSA Video and Art Awards – Kick off to The Meeting: Oct. 4.

The NEPSA Awards is the kick off event to The Meeting and offers athletes, film makers and artists from around the country an opportunity to showcase their talents and compete for a cash prize. Athletes are invited to create multimedia presentations using music, video, photography and other mediums. This year’s theme is transition. *Final edited piece must be submitted by September 17, 2007.* For submission inquiries contact Ryan Miller at rmiller@aspensnowmass.com.

Thanksjibbing on Aspen Mountain: Nov. 24

This jib competition featuring talented athletes, including members of Team Aspen/Snowmass, returns to the base of Aspen Mountain after a one-year hiatus. Look for athletes like Michael and Peter Olenick, Steele Spence and Mitch Reed to compete under the lights on cutting edge rails, boxes and jib features for a cash prize.

Summit for Life Uphill Race on Aspen Mountain: Dec. 1

The 4th Annual Summit for Life Uphill Race, formerly known as Storm the Stars, invites local enthusiasts and regional sports junkies to charge up over 3,000 vertical feet to the top of Aspen Mountain using their preferred choice of lighting and non-motorized equipment – snowshoes, skins and other creative means in the dead of night. The public is invited to the Rock the Stars Party following the race atop Aspen Mountain to enjoy live music, drinks, food and an awards ceremony. The event will benefit the American Transplant Foundation and Chris Klug Foundation.

Aspen Winternational FIS Women’s Alpine World Cup Races: Dec. 7 – 9

The best female skiers in the world descend on Aspen for a weekend of nonstop action and entertainment. This year’s Aspen Winternational is all about high speed with the return of the Women’s Downhill event to Aspen for the first time since 1988. The Downhill joins the Super G and Slalom events. Television coverage by NBC and Versus will capture the excitement that embodies World Cup racing. The weekend includes an outdoor concert in Aspen with fireworks immediately following on Dec. 8.

FREE Bud Light Hi-Fi Concert Series: On-going, Dec. – March

The popular FREE Bud Light Hi-Fi Concert Series is back and debuts during Aspen Winternational, Dec. 8, and continues through March 28, with a series of five free, outdoor concerts held during key events and peak weekends throughout the season. All concerts are held in unique locations in Aspen and Snowmass and announced 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 this season’s series.

40th Anniversary Celebration of Snowmass, Dec. 15 – 16**

In December of 1967, Snowmass-at-Aspen opened with five chairlifts, fifty miles of ski trails, seven hotels, and six restaurants. A decade later the town was incorporated, and this year Snowmass celebrates 40 years of skiing and mountain living. Come listen to a reading from the first ever published history book on Snowmass, see the premiere of a new Snowmass documentary, and mingle with the old-timers at a roundtable and cocktail party. Participate in a community photo on the Snowmass Village Mall and help the town and ski area toast to another fabulous 40 years.

The 57th Aspen Wintersköl™ Festival, Jan 10 – 13 ***

Wintersköl features more than 40 events in downtown Aspen and at all four ski areas: Snowmass, Aspen Mountain, Buttermilk and Aspen Highlands. Don't miss the Men's Health Village in Gondola Plaza, the Canine Fashion Show, the Buttermilk Uphill Race, Wintersculpt, a spectacular torchlight descent and fireworks over Aspen Mountain and the Wintersköl Parade.

ESPN Winter X Games 12: Jan. 24 – 27, LIVE TV

For an unprecedented seventh year in a row, more than 250 ski, snowboard and snowmobile athletes from across the globe will flock to Aspen/Snowmass to compete in ESPN's Winter X Games 12 on Buttermilk. In January 2006, Aspen Skiing Company and ESPN reached a landmark agreement keeping the Winter X Games, the world's signature action sports event, in Aspen/Snowmass through 2010.

NEW! King of Quarters at Aspen Highlands: During X Games 12, Jan. TBD

If the X Games 12 were not enough entertainment, Aspen/Snowmass brings you a new event at a new venue. Known for its steeps and deeps, Aspen Highlands, the locals' favorite mountain, will see its first ever quarterpipe competition. The world's top ski and snowboard athletes will be invited to compete for a large prize purse and snowboarders will compete for an invitation to the most prestigious quarterpipe event in the world, The Arctic Challenge in Norway. Head to the base of Aspen Highlands and see the mountain in a whole new light.

26th Annual Snowmass Mardi Gras Celebration: Feb. 5**

Snowmass celebrates 26 years of Fat Tuesday revelry with one of the biggest Mardi Gras bashes in ski country. This celebration that originated with New Orleans natives themselves starts off with The Mother of All Ascensions – a wild, costumed, 1,741-foot vertical uphill race up Snowmass at the crack of dawn. Nonstop action follows all day long, including King Cake giveaways, a bead and prize throw, crawdad boils, live music, a crazy costumed parade and mask-making and face painting for kids.

Aspen/Snowmass Open: Feb. 7 – 10

The Aspen/Snowmass Open at Buttermilk offers a unique opportunity for up-and-coming skiers and riders to get noticed on the same venue as top athletes during the famous Winter X Games. In its third year, the Open is a co-ed event with over 350 athletes expected to compete across both sports in two disciplines – Slopestyle and Superpipe – for a chance at prize money and glory on the hallowed Buttermilk venues.

Bud Light Big Air Friday Series – On-going, Feb. – April

This entertaining eight-week series is entering its fifth year at Snowmass. The best snowboarders and skiers in the state descend upon Fanny Hill at the Snowmass Mall each Friday to perform the latest tricks for a chance at a prize purse and series points. Feb. 15, 22, 29; March 7, 14, 21, 28; April 4.

STIHL® Colorado Freeride Championships: Feb. 29 – March 2

The Colorado Freeride Series & Championship is a three-day competition for skiers and snowboarders. Some of the biggest names in the industry come out to play on the cliff-littered terrain of Snowmass, creating a wild show for spectators. The expert-only terrain requires cutting-edge skills from the over 100 participating athletes who continue to push the boundaries of their sport. The Colorado Freeride Championship is a stop on the IFSA North American Freeride Tour, allowing competitors to gain overall points for a national title.

St. Paddy's Day Celebration in Snowmass: March 17**

Snowmass goes all-out green with a full lineup of Irish fun. Celtic dancers and bagpipers, a Lucky Leprechaun Scavenger hunt, free traditional Irish and rock concerts, a Blarney Bash, green beer and Irish cuisine, "green" ski runs and much more highlight this fast-growing street celebration that takes over Snowmass with Emerald Isle spirit.

Bud Light Spring Jam: March 21 – 23 and March 28 – 30

The eighth annual Bud Light Spring Jam, the premier spring festival in the Rocky Mountains, continues like never before with two weekends of new-school competitions, downtown concerts and parties. The festival kicks off Friday, March 21 with the Core Party in Aspen and continues in Snowmass on Saturday with a Bud Light Hi-Fi Concert Series. Then the party moves back to Aspen on Sunday, March 23 for KickAspen Big Air, where skiers and snowboarders compete under the lights at the base of Aspen Mountain for a purse prize. The following weekend will feature another Bud Light Hi-Fi Concert in Snowmass as well as continued parties and competitions featuring amazing athletes.

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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