

For Immediate Release: January 8, 2008



Contact: Allison Johnson
Snowmass Village Marketing & Special Events
(970) 309-5485 or aj@snowmasspress.com

SNOWMASS LAUNCHES NEW WEBSITE CATERING TO EXTREME AND FREERIDE ENTHUSIASTS

(Snowmass, Colorado) Renowned as an intermediate skiers' paradise, the extreme and freeriding side of this 3,128-acre mountain has long been its biggest secret. The Town of Snowmass Village aims to change that with a new website dedicated to Snowmass' more radical side.

"Snowmass is the second largest mountain in Colorado, and it offers unbelievable freeride and extreme terrain," says Wendy Harris, web administrator for Snowmass Village's Marketing & Special Events department. "We want Snowmassfreeride.com to take on a life and culture of its own and be a free-flowing, user-driven website for a different, younger audience than our main website, www.snowmassvillage.com."

The new website, designed by Promotional Concepts and maintained by Blue Tent Marketing, is divided into three areas: Parks & Pipes, Freeride, and Backcountry. Each section provides detailed information about Snowmass terrain and tips from experts and locals. Additional website options include avalanche and weather reports, music, contests and giveaways, a link to book lodging, and a calendar highlighting appropriate Snowmass events such as the new Wintersköl Rail Jam this Friday or regional avalanche awareness classes.

Meant to be an interactive website, snowmassfreeride.com offers riders the chance to post their own Snowmass photos and experiences. Eventually the website also will host video such as helmet cam clips and user blogs as well. In the summer, the website will switch over to highlighting the summer terrain for mountain bikers and boarders and summer events such as Blast the Mass and a new gravity mountain bike event in August.

Snowmass Village partnered with the High Society Freeride Company, Aspen Expeditions, and the Aspen Skiing Company to provide the most current content and photography for the website, which debuts today online.

For more information, visit www.snowmassfreeride.com or call Allison Johnson at (970) 309-5485.

The resort town of Snowmass Village, Colorado, is located in the heart of the Elk Mountains 9 miles from Aspen, Colorado. Snowmass is accessible via four regional airports (Aspen, Eagle, Grand Junction, and Denver) with additional daily flights this season from Los Angeles and Chicago into Aspen. Snowmass offers diverse lodging options and daily activities for families, adventurers, and couples. For a media guide of this popular mountain destination, please visit www.snowmasspress.com and for visitor information visit www.snowmassvillage.com or call 1-800-SNOWMASS.

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