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**SNOWMASS CELEBRATES 5 YEARS OF IRISH FUN FOR ST PADDY'S DAY
Free concert by Outformation, scavenger hunt, and Irish food & drink highlight
the day.**

(Snowmass Village, CO.) March 10, 2008--Snowmass Village, Colorado, hosts one of the biggest St. Paddy's Day parties in the mountains on March 17. Filling the resort with free live music, giveaways, traditional Irish fare, and shamrock-hued festivities, Snowmass' St. Paddy's Day celebrates its fifth anniversary in 2008.

"We've gathered quite a following in the four years since this celebration was introduced," says Susan Hamley, Marketing Director for the Town of Snowmass. "Whether you come for the amazing free music, the Irish festivities or the green family fun, St. Paddy's Day is a great time to visit and enjoy the fine spring weather."

On March 17, free St. Paddy's Day events and concerts abound. The Lucky Leprechaun Scavenger Hunt offers a pot of over 50 golden prizes for both adults and kids, while family fun and kids activities fill the Mall.

Throughout the afternoon, a bagpipe & drum band parades down the Mall, while dancers perform traditional Irish jigs and reels. Lest all the jumps, jigs, and dancing make visitors thirsty, they can raise a pint to the Irish at the Beer Garden & food tents on the Mall with green beer and specialty drinks by sponsors Skyy Vodka, Carolans Irish Creme, and Tullamore Irish Dew, along with traditional Irish fare.

The Mall also resounds with free concerts throughout the afternoon. Mondragon, a Celtic folk renaissance group, puts unique new twists on traditional favorites. With shared influences ranging from Charlie Daniels, Waylon Jennings and Drive-By Truckers all the way to Frank Zappa and the Grateful Dead, Outformation also takes to the stage. This rising star was named "Best New Band" of 2005 in Honest Tune Magazine's reader's poll and plays from an arsenal of story-based, workingman songs.

For the full Snowmass St. Paddys Day schedule, please visit www.snowmassvillage.com or call 1-800-SNOWMASS. For media information and photos, call Allison Johnson at (970) 704-9988.

Schedule: (All activities are on the Snowmass Village Mall or on Snowmass Mountain)

Leprechaun Giveaways (Snowmass Village Mall and Snowmass Mountain)

Keep your eyes out on the Snowmass Village Mall and along Snowmass kids' trails for lucky leprechaun goodies such as necklaces, Irish hats, bubbles, stickers, balls & more. All day.

Lucky Leprechaun Scavenger Hunt for Adults & Children (Ticket Pavilion, Snowmass Mountain, Fanny Hill). Beginning at 9 a.m., clues are released on the hour at the base of all ski lifts and on KSPN to lead kids and adults to Shamrock and a Pot of Gold prizes on Snowmass Mountain. Over 30 prizes range from gift certificates at local shops to dinner at The Artisan to grand prizes such as a Blazing Adventures rafting tour and CME travel are available. (970) 922-2297.

Family Fun Irish-style! (Snowmass Village Mall Mid-Mall). Guided by favorite local performers Jammin' Jim and Sparkles the Clown, kids can make arts & crafts to march along with the Pipe and Drum marchers and have their faces painted emerald designs. Free activity. Noon-4 p.m.

Irish Beer Garden & Food Tents (Snowmass Village Mall). Raise a pint to the Irish at one of the Beer Garden and Food Tents serving traditional Irish fare and hearty green beer. For sale: Green Irish beer, import beer, and Irish Cordials (from sponsors Skyy Vodka, Carolans Irish Creme, and Tullamore Irish Dew). Irish Drink & Fare: A la carte. 12-5 p.m.

El Jebel Shrine Pipe Band (Snowmass Village Mall). This bagpipe and drum troupe parades up and down the mall filling the air with traditional Irish bagpipe tunes. The El Jebel Shrine Pipe Band is the oldest Pipe Band in Colorado, formed in 1963. Free activity. 1:30-1:45 p.m., 3:15-3:30 p.m., 4:45-5:00 p.m.

Colorado West Celtic Dancers (Snowmass Village Mall). Check out the jigs and reels and traditional Irish dances from this dance troupe. Free activity. 1:45-2:15 p.m., 3:30-4 p.m.

Concert by Mondragon (Snowmass Village Mall) Mondragon's Celtic folk renaissance roots delve into folk, classical, jazz, and rock, with a unique style that takes traditional tunes and flirts with dimension. Popular at Renaissance festivals all over the west, Mondragon incorporates both historical tradition and contemporary style with an energy that is contagious. Free activity. 2:15-3:15 p.m., 3:45-4:45 p.m.

Concert by Outformation (Snowmass Village Mall). With years of consistent national touring and two CDs under their belt, Outformation has a growing national fan base and has appeared at Bonnaroo, SXSW, Hi Sierra Music Festival, Magnoliafest, and Wakarusa. In 2007 following the release of Traveler's Rest, Outformation opened for Widespread Panic, Shooter Jennings, and Umphrey's McGee. Free activity. 3:30-5 p.m.

Blarney Bash (throughout Snowmass Village). Restaurants and bars throughout Snowmass celebrate St. Paddy's Day with music, giveaways, green beer and more.

Snowmass Village, Colorado, is located in the heart of the Elk Mountains 9 miles from Aspen, Colorado. Snowmass is accessible via four regional airports and offers NEW service on Frontier starting April 29. For a media guide of this popular mountain destination, please visit www.snowmasspress.com and for visitor information go to www.snowmassvillage.com.

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