

**For Immediate Release**

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**SNOWMASS' WINTERSKÖL FESTIVITIES OFFER NEW RAIL JAM COMPETITION,  
FREE CONCERT & FIREWORKS**

(Snowmass, Colorado) Snowmass Village offers up a “sköl” or “toast” to winter on January 11 with the new Wintersköl Rail Jam at Snowmass, a free concert, and fireworks as part of the 57<sup>th</sup> annual “Some Like it Hot” Wintersköl celebration in Aspen/Snowmass. Begun in 1951 by Aspen locals searching for a unique way to celebrate the valley’s Nordic lifestyle, Wintersköl now encompasses four days of zany, snowy winter events in Aspen/Snowmass from January 10-13.

“We’re thrilled to be a part of the Wintersköl festivities and look forward to the new rail jam and a day of fun Snowmass-style,” says Susan Hamley, Marketing Director for Snowmass Village.

Sponsored by D&E Ski & Snowboard Shop and Smith, the new Wintersköl Rail Jam at Snowmass embraces athletes of all levels and abilities and takes place on Fanny Hill. Each registrant will receive a free bandana, and cash prize payouts are awarded in men’s and women’s divisions. Smith will be giving away helmets, goggles, and other goodies while DJ Mechanik keeps the tunes and high energy vibe flowing throughout the practice and competition. Up-and-coming Boulder, Colorado, singer-songwriter Lynx takes to the Snowmass Village Mall stage at 3 p.m. for a free concert. Spreading her unique style of folky hip hop and live looping technology from the Colorado Rockies to Hawaii, Lynx has played with bands such as The String Cheese Incident, Matisyahu, and Kan’nal and performed at music festivals all over the United States.

The day concludes with a brilliant fireworks display over Fanny Hill at 7 pm. Come for the Wintersköl Rail Jam at Snowmass and stay on for après-ski family fun at the new Treehouse Kids’ Adventure Center or dine at one of Snowmass’ nearly thirty restaurants.

**Snowmass Wintersköl Schedule January 11:**

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|---------------------------|--|
| <b>11 a.m.- 1:45 p.m.</b> | <b>Wintersköl Rail Jam at Snowmass</b><br>\$20 registration fee goes towards combined purse cash prize. Every registrant receives a free bandana from D&E Ski & Snowboard Shop.<br>Location: Outside the Snowmass Village Mall Ticket Pavilion<br>Details: Call 925-1663 |
| <b>2- 2:45 p.m.</b>       | <b>Wintersköl Rail Jam at Snowmass, Practice on Fanny Hill</b><br>Location: Fanny Hill<br>Details: Call 925-1663   |
| <b>3- 4 p.m.</b>          | <b>Wintersköl Rail Jam at Snowmass with MC DJ Mechanik</b>   |

Smith will be on site giving away goggles, helmets and additional goodies to the crowds.

Location: Fanny Hill

Details: Call 925-1663

**3- 4 p.m. Free Concert: Singer-Songwriter Lynx**

Location: Snowmass Village Mall

Details: Call 925-1663

**7 p.m. Fireworks over Fanny Hill**

Location: Fanny Hill

Details: Call 925-1663

**Snowmass Lodging Specials:**

**Wintersköl at the Snowmass Inn**

Come up for the Wintersköl weekend and stay at the Snowmass Inn for a special one-night only stay of \$100/room on January 12 based on double occupancy, not including tax. Please call for reservations: 800-635-3758.

**Wintersköl at Destination Resorts: Stay 4, Get 5!**

Come enjoy yourself at all of the festivities of Wintersköl with Destination Resorts Snowmass! Stay 4 or more nights at any lower village condominium and receive your 5<sup>th</sup> night free! Subject to availability, some restrictions may apply. Please call for reservations: 800-922-7242.

*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](http://www.snowmasspress.com) and for visitor information visit [www.snowmassvillage.com](http://www.snowmassvillage.com) or call 1-800-SNOWMASS.*

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