Dew Tour Returns To Breck In 2017 As An Olympic Qualifying Event

DEW TOUR TO SERVE AS A U.S. SKI & SNOWBOARD OLYMPIC QUALIFYING EVENT FOR MEN'S AND WOMEN'S SNOWBOARD AND FREESKIING COMPETITIONS IN BRECKENRIDGE DEC. 14-17, 2017

DOWNLOAD PHOTOS AND VIDEO FOR EDITORIAL USE

(Carlsbad, Calif.) June 21, 2017 - Mountain Dew® and TEN: The Enthusiast Network announced today that the annual winter Dew Tour ski and snowboard competition and festival will return to Breckenridge, Colo. December 14-17, 2017. The event will serve as a U.S. Ski & Snowboard Olympic qualifying event for men's and women's halfpipe and slopestyle snowboarding and skiing competitions. The Dew Tour will also host Team Challenge and Streetstyle competitions and a calendar of fan-based activities, as part of TEN and Mountain Dew's commitment to further style and creativity in action sports.

This year's winter Dew Tour will mark the 10th anniversary of the event being held at Breckenridge Ski Resort. Dew Tour will serve as an Olympic qualification event, along with the Toyota U.S. Grand Prix series. The world's best men and women snowboarders and freeskiers will compete for spots to represent the United States at the 23rd Olympic Winter Games in Pyeongchang, South Korea, February 9-25, 2018. Dew Tour previously served as an Olympic qualifier for freeskiing and snowboarding in 2014.

"After a successful run in 2014, it was a natural choice to partner with Dew Tour once again to be a part of our Olympic selection events," said Tiger Shaw, President and CEO of U.S. Ski & Snowboard. "Both the Dew Tour and the Toyota U.S. Grand Prix are committed to putting on a world class event for all athletes and presenting our sports ahead of the 2018 Games."

"We couldn't be happier to showcase the progression of snowboarding and freeskiing as an Olympic selection event," said Adam Cozens, VP and General Manager of Dew Tour. "The combination of an official qualifier, the Team Challenge and our commitment to creating unique courses with our partner Breckenridge will ensure that the competitors will throw down their absolute best at Dew Tour in December."

In addition to the individual competitions, the Team Challenge will include the 12 biggest winter hardgoods brands (six ski and six snowboard) to compete in a format that embraces the industry's community. The hardgoods brands will select one team captain and three of their team athletes to compete.

The Dew Tour Experience will include partner activations, pro athlete signings, live music and Dew Tour's signature Streetstyle event, featuring a ski and snowboard jam session held in downtown Breckenridge. The TRANSWORLD SNOWBOARDING Riders Poll Awards and POWDER Awards will also be held over the weekend.

A total of 14 hours of winter Dew Tour coverage will air on NBC and NBCSN. The event will also be live streamed in its entirety on DewTour.com. More details on Dew Tour's winter event in Breckenridge will be revealed over the coming weeks. Stay tuned at DewTour.com and on Facebook, Twitter, Instagram, Snapchat and YouTube @DewTour.

About Dew Tour
Dew Tour is an innovative contest series and content platform that brings together the world's best skateboarders, snowboarders, skiers, artists, brands and fans in a celebration of creativity and style. In 2016, TEN: The Enthusiast Network became the official strategic partner to lead content production, execution and event staging for the Dew Tour. Working in close collaboration with TEN's core action sports media brands and in partnership with DEW®, Dew Tour continues to progress events and content, bringing millions of action sports fans engaging stories and experiences across digital and broadcast mediums. In addition to Dewtour.com and TEN's digital network, Dew Tour's summer and winter events will be broadcast on NBC.

About TEN: The Enthusiast Network
TEN: The Enthusiast Network is the world's premier transmedia network of enthusiast brands, such as MOTOR TREND, AUTOMOBILE, HOT ROD, SURFER, TRANSWORLD SKATEBOARDING, and GRINDTV. With more than 60 websites, 50 publications, 50 annual events, the Motor Trend OnDemand subscription video-on-demand service, as well as the world's largest automotive and action/adventure sports media platforms, TEN inspires enthusiasts to pursue their passions. For more information, visit enthusiastnetwork.com.

About Breckenridge Ski Resort
With five huge peaks, 2,908 acres, four terrain parks, a 22ft Superpipe, 11 bowls, the highest chairlift in North America, family-friendly terrain and a world-class ski school, all situated above an authentic, hip mountain town with awe-inspiring views, there are good reasons why "Breck" is one of the most popular ski resorts in the Western Hemisphere. Renowned for the welcoming spirit and friendly character of its locals, with over 200 restaurants, bars, and shops, and numerous year-round activities and events, Breck embodies more than just a destination, it inspires a way of life. www.breckenridge.com.

Media Contact: Melissa Gullotti for the Dew Tour, 802-236-9349, info@mgprgroup.com

About Vail Resorts, Inc. (NYSE: MTN)
Vail Resorts, Inc., through its subsidiaries, is the leading global mountain resort operator. Vail Resorts' subsidiaries operate 11 world-class mountain resorts and three urban ski areas, including Vail, Beaver Creek, Breckenridge and Keystone in Colorado; Park City in Utah; Heavenly, Northstar and Kirkwood in the Lake Tahoe area of California and Nevada; Whistler Blackcomb in British Columbia, Canada; Perisher in Australia; Stowe in Vermont; Wilmot Mountain in Wisconsin; Afton Alps in Minnesota and Mt. Brighton in Michigan. Vail Resorts owns and/or manages a collection of casually elegant hotels under the RockResorts brand, as well as the Grand Teton Lodge Company in Jackson Hole, Wyo. Vail Resorts Development Company is the real estate planning and development subsidiary of Vail Resorts, Inc. Vail Resorts is a publicly held company traded on the New York Stock Exchange (NYSE: MTN). The Vail Resorts company website is www.vailresorts.com and consumer website is www.snow.com.

---

https://news.vailresorts.com/2017-06-21-DEW-TOUR-RETURNS-TO-BRECK-IN-2017-AS-AN-OLYMPIC-QUALIFYING-EVENT