

Rockstar Energy Open Brings New Snowboarding Event to Breckenridge Ski Resort, December 19-21

Following the success of its second annual skateboarding event, Rockstar Energy expands its free, open-format competition and festival into snowboarding.

Breckenridge, CO. (SEPTEMBER 16, 2025) – [Rockstar Energy™](#) and **Breckenridge Ski Resort** announce the debut of the **Rockstar Energy Open** snowboarding event, taking place **December 19–21** in Breckenridge, Colorado. This thrilling three-day festival is free and open to the public, combining world-class snowboarding competitions with live music, art installations, and an interactive fan village set against the backdrop of Breck’s five iconic peaks. The event is an expansion of the successful skateboarding event, which features elite pros and rising stars, while showcasing top talent and a new approach to competition.

The inaugural snowboarding edition of the Rockstar Energy Open will include both men’s and women’s divisions and spotlight a star-studded roster of Rockstar Energy athletes, including **Olympic gold medalist Red Gerard**, **Colorado native Nik Baden**, and fan-favorite **Iris Pham**. Powered by Rockstar’s sustained mind-body energy, these athletes will take center stage at Breckenridge Ski Resort, alongside many other invited pros and emerging talent. The Rockstar Energy Open will also debut a new world-class rider-designed course created in partnership with Snow Park Technologies and the Breck Terrain Park Crew. The competition venue will feature a unique multi-terrain setup unlike traditional slopestyle, halfpipe or big air formats.

“I’m beyond excited for the Rockstar Energy Open to come to Breckenridge,” said Red Gerard, professional snowboarder and Rockstar Energy athlete. “Growing up riding in Summit County and seeing how the snowboarding community has evolved makes this event even more special. It’s going to be awesome competing alongside veterans and rookies and bringing the energy of snowboarding to my home turf.”

The Rockstar Energy Open at Breckenridge will bring together more than 60 top snowboarders, including the top 10 men and women selected through the event’s **Video Qualifying Series (VQS)**. In the lead-up to the live event, the VQS offers riders around the world the opportunity to compete alongside invited pros by submitting their best video parts on **Platfrm** channels between **October 27 – November 23**. A panel of veteran freestyle snowboard judges will judge the submissions, awarding weekly cash prizes for standout video parts, including **Best Men’s Part**, **Best Women’s Part**, **Best Trick**, and a **Viewer’s Choice Award** based on fan votes. For official rules and submission details, visit [ThePlatfrm.com](#).

“We’re excited to bring the Rockstar Energy Open to Breckenridge, a place with such a rich snowboard history,” said Steve Mateus, Director of Sports Marketing at Rockstar Energy. “After seeing the incredible energy the Rockstar Energy Open brought to the skateboard community in Portland over the past two summers, we’re thrilled to expand that spirit into snowboarding. This event represents a new approach that stands apart from traditional snowboard competitions, empowering the next generation of riders and giving them a stage to show the world what they’re made of.”

The Rockstar Energy Open will coincide with Breck’s Ullr Fest, a 60+ year-old, one-of-a-kind winter celebration that features the world’s longest shotski, a town parade, and a massive community bonfire. The Rockstar Energy Open kicks off a winter of incredible events at Breckenridge, including the return of the Resort’s Peaks & Beats Concert Series. The best way to access the slopes during and beyond the festival is with the best deal in the industry, the Epic Pass, at [EpicPass.com](#). Like Ullr Fest, the Rockstar Energy Open will be free and open to the public, with VIP upgrades available for those seeking an elevated experience. Fans worldwide can catch all the action via more than ten hours of livestream across [ThePlatfrm.com](#), FuelTV, and other global platforms.

“Breckenridge has long been at the heart of snowboarding culture, and we’re proud to build on that legacy by hosting the Rockstar Energy Open,” said Jon Copeland, Chief Operating Officer of Breckenridge Ski Resort. “This event ties together world-class athletes with an incredible mountain experience, defining the future of high energy mountain event experiences. We’re thrilled to welcome the competitive snowboarding community back to Breck this December.”

Stay tuned for more details related to live music, invited athletes, additional sponsors, and exciting festival activations. For the latest updates, visit rockstarenergy.com and ThePlatfrm.com, and follow @rockstarenergy, @breckenridgemtn and @theplatfrm on Instagram, Facebook, TikTok and X.

For sponsorship and activation opportunities please contact [Platfrm](#).

About Rockstar Energy

Founded in 2001 in California, Rockstar Energy Drink is committed to understanding the mind-body connection, providing functional energy to keep you moving confidently through every moment. It empowers a new generation to feel energized both mentally and physically, giving them the power to access and optimize every version of themselves. Rockstar Energy Drink offers over 40 products and is available in more than 30 countries. For more information, visit www.rockstarenergy.com and unlock your full potential, mind, and body.

About Breckenridge Ski Resort

Breckenridge Ski Resort, affectionately known as 'Breck' to locals and visitors alike, is one of North America's most beloved ski destinations. Located in the heart of Summit County, Colorado, Breck is known for its vibrant ski town energy and a mountain experience that spans five distinct peaks. The resort features more than 2,900 acres of skiable terrain, nearly 3,400 feet of vertical rise, and the highest operating chairlift in North America—the Imperial Express SuperChair at 12,840 feet. Breck is consistently recognized for its high alpine terrain, high-energy events, progressive terrain parks, and approachable learning areas, making it a destination for skiers and riders of all levels. Off the slopes, Breckenridge's historic mining-era downtown delivers unmatched après, dining, and nightlife, blending modern amenities with authentic mountain charm. Learn more about Breck and all it has to offer at www.Breckenridge.com

About Platfrm

Established in 2024, Platfrm is a media destination aimed at elevating and preserving the core of action sports by delivering authentic and innovative storytelling. Rooted in freedom, innovation and a forward-thinking ethos, Platfrm aims to shape the future of these sports through engaging content that showcases live coverage of competitions, shares in-depth athlete features, highlights up-and-coming talent and more. www.ThePlatfrm.com

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