

Winter Dew Tour Returns to Breckenridge December 13-16, 2018

(Carlsbad, Calif.) June 7, 2018 -- 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 13-16, 2018. The four-day event includes the world's best male and female skiers and snowboarders competing in individual Halfpipe and Slopestyle competitions, Dew Tour's signature Team Challenge and Streetstyle competitions and a calendar of fan-based activities. Past competitors include Olympic gold medalist and Dew Tour champions Chloe Kim (USA), Nick Goepper (USA), Shaun White (USA), Red Gerard (USA), Gus Kenworthy (USA), Dara Howell (CAN) and others from around the world. This year's winter Dew Tour will mark the 11th anniversary of the event being held at [Breckenridge Ski Resort](#). The Dew Tour competitions and festival are FREE and open to the public.

The 2017 Winter Dew Tour in Breckenridge was a milestone event, having served as an Olympic qualifying event for U.S. Snowboarding and Freeskiing, Canada Snowboard Slopestyle and as a points contender for World Para Snowboarding. The event resulted in many athletes qualifying for the Pyeongchang Olympics at Dew Tour, much to the excitement of the crowd who came to meet and cheer on their favorite athletes.

"We are excited for the return of the Dew Tour at Breckenridge this December," said John Buhler, vice president and chief operating officer at Breckenridge Ski Resort. "The event is a great way to celebrate the start of the winter ski and snowboard season, and it's a fun time to be in town, get out on the mountain and catch some of the best freestyle skiers and snowboarders in the world competing at Breck."

"It's such a great feeling to be heading back to Breckenridge, knowing that athletes, fans and partners really enjoy coming to Breckenridge to kick off the season," said Adam Cozens, vice president and general manager of Dew Tour. "We are thrilled to have such strong support from the town of Breckenridge and the ski resort. After last year's intensity for the athletes, I think we will see some incredible progression from the skiers and riders this year at Dew Tour, and we'll be sure our courses are ready for that."

In addition to the individual competitions in men's and women's ski and snowboard Slopestyle and Halfpipe, as well as a para snowboard competition, Dew Tour will include the Team Challenge. It will feature the 12 biggest winter hardgoods brands (six ski and six snowboard) competing in a format that embraces the comradery not often seen in skiing and snowboarding. Each brand will select one team captain and three team athletes to compete.

The Dew Tour Experience will include partner activations, pro athlete signings, live music and Dew Tour's Streetstyle event, featuring a ski and snowboard jam session held in downtown Breckenridge. The four-day competition and festival areas are free of charge – excluding the concert and VIP Experiences. The TRANSWORLD SNOWBOARDING Riders Poll Awards and POWDER Awards will also be held over the weekend.

A total of nine hours of winter Dew Tour coverage will air on NBC, NBCSN and internationally. 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. For more information about Breckenridge Ski Resort and lodging during the event, visit www.breckenridge.com.

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 to celebrate competition, culture and creators.

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 MOUNTAIN 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 summer and winter events are telecast on NBC.

About TEN: Sports & Entertainment Group

TEN: Sports & Entertainment is the world's premier network of enthusiast brands in the action/outdoor market, featuring leading brands such as *Adventure Sports Network*, *Dew Tour*, *Surfer*, *Powder*, *TransWorld Skateboarding*, and *TransWorld Snowboarding*. With 13 brands reaching more than 38 million enthusiasts monthly, TEN inspires enthusiasts to pursue their passions. For more information, visit enthusiastnetwork.com.

About Breckenridge Ski Resort

[Breckenridge](#) boasts five huge peaks, 2,908 acres, four terrain parks, a 22 foot Superpipe, 11 bowls, North America's highest chairlift and some of the country's best high alpine terrain, all situated above an authentic, hip mountain town. Breck is a place that feels familiar, but always has something new and exciting to offer visitors who return year after year. Renowned for the welcoming spirit and friendly character of their locals, with more than 200 restaurants, bars, and shops, and numerous year-round activities and events, Breck embodies more than just a destination, inspiring a way of life that transcends borders and creates a worldwide community of followers who live and love the Breck lifestyle.

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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://stage.mediaroom.com/vailresorts/2018-06-07-Winter-Dew-Tour>Returns-to-Breckenridge-December-13-16,-2018>