

Mt. Brighton Teams up with ChadTough Foundation for Gates for Good Ski and Snowboard Race on Saturday, Feb. 4

•Olympic-style giant slalom format race will be open to everyone

BRIGHTON, Mich., – Jan. 17, 2017 – Mt. Brighton will host the inaugural Gates for Good ski and snowboard race Saturday, Feb. 4 from 9 a.m. to noon, which invites skiers and snowboarders to turn a day on the slopes into benefiting the ChadTough Foundation. ChadTough supports research and raises awareness for pediatric brain tumors. The Saline, Michigan-based foundation is named for Chad Carr, grandson of University of Michigan football coach emeritus, Lloyd Carr.

“Our partnership with Mt. Brighton to host Gates for Good is amazing,” said Brandy Ford, event organizer for the ChadTough Foundation. “It’s a great way for the community to enjoy some fun on the slopes, raise funds and awareness for an important cause and keep Chad’s spirit in our hearts.” Open to skiers and snowboarders of all ages and abilities – including those new to the sport of ski/snowboard racing – the Gates for Good charity race will feature easy-to-navigate gates spaced in Olympic ski/snowboard racing style giant slalom configuration. Participants will receive two electronically-timed runs and the fastest combined time will determine the winner.

But there’s a (fun) catch.

Skiers and snowboarders who are willing to dig a little bit deeper into their wallets/purses for the ChadTough Foundation cause are awarded with time taken their combines score (times) as an extra 20 bucks taken a whole second off your overall time.

“Mt. Brighton is thrilled to open the mountain’s race venue for this wonderful cause,” said Mt. Brighton General Manager Chris Sorensen. “All event proceeds benefit the ChadTough Foundation, so it’s certainly a day on the mountain not to be missed.”

What: Gates for Good charity race to benefit the ChadTough Foundation

Where: Mt. Brighton – 4141 Bauer Rd, Brighton, MI 48116

When: Saturday, Feb. 4

Time: 9 a.m. to noon

Format: Olympic-style ski and snowboard racing, two timed runs per participant and times are handicapped based on age and ability. (All ages and ability welcome.)

Cost: VIP (\$125 per person, includes lift ticket, registration fees, VIP brunch and one second off your race time.) \$90 for non-season pass holders and \$75 for Mt. Brighton season pass holders. Additional \$20 takes one second off your time!

For more information please visit www.mtbrighton.com.

About the ChadTough Foundation

The mission of The ChadTough Foundation is to fund research and raise awareness for Pediatric Brain Tumors with an emphasis on Diffuse Intrinsic Pontine Glioma (DIPG).

The most hated word in the world of pediatric brain tumors is “rare.” “Rare” is the reason there is not enough research being done. “Rare” is the reason there aren’t drugs being developed. “Rare” is the reason there is so little funding. “Rare” is why our kids don’t have more options. The three facts below negate the claim of “rare.”

- Cancer is the number one disease killer of children in America
- Brain tumors are the leading cause of cancer-related death in children
- DIPG is the leading cause of death from brain tumors in children

DIPG presents a great challenge, it is an extremely difficult and complex disease. The ChadTough Foundation believes a cure will come from talented, passionate people working collaboratively. It will come from “Thinking outside the Box” and taking some risks. It will come from small breakthroughs happening in many different areas of medicine. The ChadTough Foundation is committed to funding this work.

About Mt. Brighton

Since 1960, Mt. Brighton Ski Area has been one of the most iconic family winter destinations in the Midwest as well as a summer destination for golfers and competitive mountain bike racers. Recent investments of \$10 million delivered a revitalized experience throughout the resort – such as new chair lifts, base facilities and children’s ski and ride school center; enhanced learning terrain and Michigan’s most innovative terrain park. Mt. Brighton’s new state-of-the-art snowmaking system ensures the best snow surface conditions in the region. Its acclaimed instruction and coaching programs have converted thousands of first-time participants into lifelong skiers and riders – and with the opportunity to take that passion to Vail Resorts’ iconic western mountains, Mt. Brighton is truly the place where Epic begins. For more information, please visit www.mtbrighton.com

About Vail Resorts, Inc. (NYSE: MTN)

Vail Resorts, Inc., through its subsidiaries, is the leading global mountain resort operator. Vail Resorts’ subsidiaries operate ten 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; 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.

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