

PRESS RELEASE - FOR IMMEDIATE RELEASE

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Open Means Open

GREAT BARRINGTON, MA FEBRUARY 15, 2004

Skiers and snowboarders from across the Northeast will once again converge on Ski Butternut in Great Barrington, Massachusetts, to compete for a top prize of \$300 in the 2006 Ice Coast Open Slopestyle. With its key sponsor, Get Up Skate, Snow, Surf and Lifestyle Shop, behind the wheel, and other sponsors from around the industry participating, including, Analog, Line, Thirtytwo, Dakine, Electric, Agency, Etnies Girl, Airblaster, Forum and Technine, you can expect this year's competition to raise the bar for East Coast slopestyle events.

Last year, over 140 competitors dropped-in on two separate slopestyle courses, designed to challenge all ages and skill levels. With tons of prizes, for both skiers and snowboarders, in competitive categories for children, women, beginners, and advanced riders, and an open category for top athletes (most of whom are sponsored), there will truly be something for everyone.

The Get Up Ice Coast open will once again take place on the Twist West Way Terrain Park, with the biggest rails, jumps and jibs, and on the Scooter Terrain Park, with smaller features. The competition starts at 11 am on February 25th. Pre-register online at www.SkiButternut.com or register the day of the event. Competitors under the age of 18 must have a guardian sign the Release Form at registration.

Ski Butternut is committed to making skiing and riding affordable, with \$15 lift tickets every Monday – Thursday, excluding our holiday periods and great season pass deals. For a free brochure or to learn more about Ski Butternut call (413) 528-2000 or visit us online at www.SkiButternut.com.

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Myspace Post-

February 25th's Get Up Ice Coast Open is going to be the Northeastern comp of the season. I'm calling it right now!

No, there won't be international pro's competing for a spot on their Olympic Team, or TV crews on the sidelines, or Sal Masakela explaining to the audience how Shaun White should be disappointed because he landed too low in the tranny. None of that. Who needs that?

We're talking about a home-grown, grass-roots, we're-the-kids-in-America, f%\$*-

authority, party-on-the-snow comp. This is for YOU!

YOU can compete at your skill level.

YOU can win \$300 in the open comp.

YOU don't even need to compete, just show up, party and cheer, or hate on your friends!
(ex. CHEER: "Yeah, Kevin" *or* HATE: "Kevin, my grandma's more steezey than that")

Well, who's sponsoring this most-epic throw down?

Analog, Line, Thirtytwo, Dakine, Electric, Agency, Etnies Girl, Airblaster, Forum & Technine.

What are they bringing? PRODUCT, PRODY, SWAG, THINGS TO THROW AT YOU!!!

Also, a bunch of reps from said sponsors are going to be judging the comp, which is the perfect opportunity for you to throw down in hopes of sponsorship.

So come out & shred, February 25th, at the Get Up Ice Coast Open @ Ski Butternut!

www.skibutternut.com // www.getupshop.com