

For Immediate Release

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## **THE WINTER DEW TOUR'S TOYOTA CHAMPIONSHIP HEADS TO SNOWBASIN RESORT FOR THE FINAL STOP OF THE 2010-11 SEASON, FEBRUARY 10-13**

### **Last Chance Qualifier, 22-Foot Superpipe, Final Race for the Dew Cup and FREE Ice Cube Concert Highlight Weekend Line Up**

**Burr Ridge, Ill. – February 7, 2011** – The Winter Dew Tour brings the Toyota Championship to Snowbasin Resort in Ogden, Utah February 10-13, 2011 to close out the 2010-11 season. For the first time, Snowbasin Resort will host the four-day Championship event, which is highlighted by the first-ever Last Chance Qualifier, a brand-new 22-foot superpipe, expanded women's freeski competitions, the Gatorade Free Flow Tour Finals and the honoring of Dew Cup champions. The top winter athletes from around the world will compete in freeskiing (slopestyle and superpipe) and snowboarding (slopestyle and superpipe). Snowbasin is the host resort for the second consecutive year on the Winter Dew Tour, closing out the season with the Toyota Championship for the first time.

"We are excited to have the Winter Dew Tour back again this year and be the host of the season ending championship event, which is anticipated to bring \$6 million into Utah's economy and provide approximately \$6-8 million in promotional value to Utah," said Jeff Robbins, president and CEO of the Utah Sports Commission. "In addition to 36 hours of live and tape-delayed broadcast worldwide of the event showcasing Utah, a total of four commercial ad units will air on NBC, USA and MTV2, further highlighting Utah's sports and tourism landscape to national and international audiences."

Hip-Hop legend, Ice Cube, will perform a FREE concert on Friday, February 11<sup>th</sup> at 9pm at the 200 block of Ogden's Historic 25<sup>th</sup> Street. Saturday features everything superpipe, showcasing the men and women's freeski and snowboard finals on Snowbasin's new 22-foot pipe. To close out the 2010-11 Winter Dew Tour season, Sunday's freeski and snowboard slopestyle finals promise to impress. The weekend will conclude with the Dew Cup award ceremony at The Scrapyard on Sunday night, where 2010-11 champions will be honored in freeski (slopestyle and superpipe) and snowboarding (slopestyle and superpipe).

Unique to the Toyota Championship, the Winter Dew Tour will hold the first Last Chance Qualifier (LCQ) on Thursday, February 10<sup>th</sup>. An additional 100 athletes are invited to compete in this particular competition, based on their Open Qualifier rankings coming out of the Nike 6.0 Open held earlier this season at Breckenridge Ski Resort. The top 15 men and 7 women per Dew Cup discipline along with available wild card spots will advance to this event.

The men's freeski superpipe competition proves to be the tightest race for the Dew Cup this season with Kevin Rolland and Simon Dumont each determined to take home their first Dew Cup. It's a winner-takes-all scenario, if Rolland or Dumont tops the podium in Snowbasin, they secure themselves as Dew Cup champion for the 2010-11 Winter Dew Tour season.

Bobby Brown has earned enough points to hold his spot at the top of the freeski slopestyle leader board, allowing him to win it all by placing eighth or higher at the Toyota Championship. However, if Switzerland's Elias Ambuhl is able to take home a win at the Snowbasin finals and Brown finishes ninth or below, Ambuhl wins the Dew Cup.

Out in the pipe, Olympian Louie Vito has remained undefeated this season, only needing a sixth place finish or better to win his first-ever Dew Cup and the title of Toyota Athlete of the Year. But the excitement doesn't end there. Defending Dew Cup Champion, JJ Thomas, is able to take home the title again this year if he tops the podium and Vito falls to seventh. Matt Ladley, currently seated third and only seven points behind Thomas, will fight until the end for the title, knowing it's still anyone's game.

Currently ranked first in women's snowboard superpipe, Spain's Queralt Castellet can take home the Dew Cup if she places second or better. However, fellow Olympians, Kelly Clark and Elena Hight will not make it easy for Castellet with each competitor putting it all on the line for the coveted Dew Cup.

Another snowboarder boasting a perfect Winter Dew Tour season is Norway's Torstein Horgmo. Having won the first two stops on the Tour, Horgmo needs a fifth place finish or better to lock down the title of the men's snowboard slopestyle Dew Cup champion. With two-hundred points to his name, Horgmo is also in contention to become the 2010-11 Toyota Athlete of the Year. Ranked a close second and only twenty-two points behind, newcomer Mark McMorris is able to take the Dew Cup back to Canada if he places first and Horgmo falls to sixth place or below.

Jamie Anderson, the women's snowboard slopestyle defending Dew Cup champion, is looking to continue her winning streak at the Toyota Championship. As long as Anderson performs like she has all season, she will walk away with another Dew Cup title this year and maintain her domination on the slope course, securing her spot as female Toyota Athlete of the Year.

Through the support of Paul Mitchell, expanded women's freeski competitions were held in both slopestyle and superpipe disciplines at the Nike 6.0 Open at Breckenridge Ski Resort, and will be held again to close out the season during the Toyota Championship at Snowbasin Resort. Women's freeski athletes will compete in prelims and finals during the Championship event.

The Gatorade Free Flow Tour, the official amateur series of the Winter Dew Tour, will also hold its finals during the Toyota Championship event. Overall Champions from the Finals will earn a pre-qualified spot to compete against the pros on the first stop of the 2011-12 Winter Dew Tour.

The Winter Dew Tour Toyota Championship schedule of events is as follows:

**Thursday, February 10<sup>th</sup> – Festival Village – 9:30AM – 4:00PM**

10:00AM – 11:30AM	SKI SS Men Last Chance Qualifier
10:30AM – 11:10AM	SNB SP Women Last Chance Qualifier
11:30AM – 12:30PM	SNB SP Men Last Chance Qualifier
1:30PM – 2:15PM	SNB SS Women Last Chance Qualifier
2:30PM – 4:00PM	SNB SS Men Last Chance Qualifier
3:00PM – 4:00PM	SKI SP Men Last Chance Qualifier

**Friday, February 11<sup>th</sup> – Festival Village – 9:30AM – 4:00PM**

9:15AM – 10:45AM	SKI SS Women Prelims
9:30AM – 10:30AM	SNB SP Women Prelims
10:45AM – 12:45PM	SKI SS Men Prelims
10:50AM – 12:30PM	SNB SP Men Prelims
2:00PM – 3:00PM	SNB SS Women Prelims
3:00PM – 5:00PM	SNB SS Men Prelims
5:00PM – 6:00PM	SKI SP Women Prelims
6:20PM – 8:00PM	SKI SP Men Prelims
9:00PM – 11:00PM	<b>FREE Ice Cube Concert in Downtown Ogden</b>

**Saturday, February 12<sup>th</sup> – Festival Village – 9:30AM – 4:00PM**

10:20AM – 11:20AM	Gatorade Free Flow Tour SNB SS Women Final
11:30AM – 12:10PM	SKI SP Women Final
12:30PM – 1:30PM	SKI SP Men Final
1:30PM – 2:30PM	Gatorade Free Flow Tour SNB SS Men Final
3:00PM – 4:00PM	Gatorade Free Flow Tour SKI SS Final
4:00PM – 4:40PM	SNB SP Women Final
5:00PM – 6:00PM	SNB SP Men Final

**Sunday, February 13<sup>th</sup> – Festival Village – 9:30AM – 4:00PM**

9:00AM – 9:30AM	SKI SS Women Final
9:45AM – 10:30AM	SKI SS Men Final
12:40PM – 1:15PM	SNB SS Women Final
1:30PM – 2:30PM	SNB SS Men Final
3:00PM – 4:00PM	Gatorade Free Flow Tour SKI SP Final
4:00PM – 5:30PM	Gatorade Free Flow Tour SNB SP Women Final
6:00PM – 7:00PM	Gatorade Free Flow Tour SNB SP Men Final
8:00PM – 9:00PM	Awards Ceremony

\*\*\*SCHEDULE SUBJECT TO CHANGE\*\*\*

Beyond the competitions, Winter Dew Tour Toyota Championship features a FREE concert by Ice Cube Friday, February 11<sup>th</sup> at 9pm at the 200 block of Ogden's Historic 25<sup>th</sup> Street.

Mega Passes for the Winter Dew Tour Toyota Championship are available for \$50 for the weekend and are on sale through [www.Allisports.com](http://www.Allisports.com). Mega Passes provide exclusive athlete autograph sessions, a ticket to the Winter Dew Tour's Dew Cup Awards Party, discounts within the Town of Ogden and more!

Boasting the largest media platform in all of winter action sports, all three stops of the Winter Dew Tour will be televised Live on NBC with additional broadcasts on USA Network, MTV2 and Universal HD. In addition, it's simulcast on Verizon V CAST and around the world on Eurosport 2 and Fox Sports Australia.

TV Schedule

*NBC*

- Saturday, Feb. 12 2:00 – 3:30pm EST
- Sunday, Feb. 13 3:00 – 4:30pm EST

*USA Today*

- Friday, Feb. 11 3:00 – 4:00am EST
- Saturday, Feb. 12 12:00 – 1:00am EST
- Sunday, Feb. 13 2:00 – 3:00am EST

*MTV2*

- Friday, March 11 10:00 – 11:00am EST

For additional Winter Dew Tour event information, visit [www.Allisports.com](http://www.Allisports.com).

The complete 2010-11 Winter Dew Tour schedule is as follows:

<b><u>Date</u></b>	<b><u>Location</u></b>
Dec. 16-19	Breckenridge Ski Resort – Breckenridge, Colo.
Jan. 20-23	Killington Resort – Killington, Vt.
<b>Feb. 10-13</b>	<b>Snowbasin Resort – Ogden, Utah – Toyota Championship</b>

In its third season, the top athletes in the world will take part in the 2010-11 Winter Dew Tour, all competing for the highly coveted Dew Cup that will be awarded at the Toyota Championship at Snowbasin Resort in Ogden, Utah. The 2009-10 Dew Cup champions include Andreas Hatveit (Freeski Slopestyle), Jossi Wells (Freeski Superpipe), Jamie Anderson (Women's Snowboard Slopestyle), Sage Kotsenburg (Men's Snowboard Slopestyle), Kaitlyn Farrington (Women's Snowboard Superpipe), JJ Thomas (Men's Snowboard Superpipe).

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