

TTELLURIDE GAY **SKI WEEK** *Show Your Pride in Telluride!*

FOR IMMEDIATE RELEASE

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FRESH TURNS ON TAP FOR TELLURIDE GAY SKI WEEK 2008!

Nearly Nine Feet of New Snow in January; Annual Event to Once Again Deliver Big Inches

MOUNTAIN VILLAGE, CO, February 12, 2008 – Guests of Telluride Gay Ski Week 2008 can look forward to over 72 inches at the base and an average depth of 51 inches when they arrive at the slopes this year. With more snow in the forecast, skiers are enjoying packed powder surface conditions at Telluride Ski Resort. Currently 16 out of 17 lifts are in operations and all 92 trails are available to skiers throughout the 1700 acres of open area.

“We have had fantastic powder skiing in Telluride this season and look forward to sharing these great conditions,” said Michael Wisniewski, president of Telluride Mountain Village Owners Association, a headline sponsor of Gay Ski Week. “In addition to bringing vitality to Mountain Village, funds raised from the event provide tremendous support to the Telluride AIDS Benefit.”

The annual Telluride Gay Ski Week (TGSW) is a unique vacation experience that stands apart from other gay ski functions. Designed as an alternative to other gay ski events, TGSW combines a unique blend of top-rate skiing and unpretentious activities with spirited but laid-back charm of a European-style ski town. Guests will enjoy the 92-acre pedestrian centre of Mountain Village that encompasses an array of recreational facilities, restaurants, hotels and shops offering a unique selection of jewelry, furnishings,

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apparel and antiques. Sponsors of Telluride Gay Ski Week 2008 include Barefoot Wine, Amstel, BUMP! TV, Orbitz, TMVOA, StraightOut Media & Marketing, Telluride.com, Telluride Watch, Red Nightlife Magazine, Alpine Lodging, Plum TV, Passport Magazine, OutFront, Jimmy Belasco Candles, Out Word and Mountain Lodge.

Telluride Gay Ski Week 2008

When: Saturday, February 23, 2008 – Saturday, March 1, 2008

Where: Town of Mountain Village, CO and the Telluride Ski Resort

Info: Event schedule and ticket information available at www.telluridegayskiweek.com

About Telluride Gay Ski Week

Telluride Gay Ski Week (TGSW) is annual week-long gay ski event sponsored by the Town of Mountain Village and supporting the Telluride AIDS Benefit. An alternative to other gay ski events, TGSW provides a unique vacation experience in a spirited and unpretentious ski town. Nestled in a box canyon surrounded by the majestic 13,000ft peaks of San Juan Mountains, Telluride Gay Ski Week brings the charm of Telluride together with the European-style Town of Mountain Village. For more information, visit www.telluridegayskiweek.com

About Mountain Village

Perched at 9,500 feet, Mountain Village is an intimate alpine enclave with luxury hotels and condominiums, stylish boutiques and innovative dining. Home to the state-of-the-art Telluride Conference Center and the convenient Mountain Village Activity Center, this European styled alpine village provides unsurpassable scenic ambiance with an emphasis on guest service. Ski runs meander through the town, giving many homes, condominiums, and hotels direct ski access to the slopes. All elements combine to create a modern alpine elegance to complement the rustic charm of Telluride.

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