



**FOR IMMEDIATE RELEASE**

Contact:  
Scott Barretto  
StraightOut Media & Marketing  
scottb@straightoutmedia.com  
Tel 214-695-2646

John McGill  
StraightOut Media & Marketing  
john@straightoutmedia.com  
Tel 214-207-9004

**GRAB SOME HOT COCO AND GET READY BECAUSE THE BEST IS NOW THE BIGGEST**

*Top Gay Ski Week in U.S.A. Prepares for 10 Year Anniversary with 10 Day Week! - Feb 22 – Mar 3, 2013*

**DALLAS, TX, November 13, 2012** – StraightOut Media & Marketing, producer of Telluride Gay Ski Week (TGSW), confirmed today that rumors are true that it is now the biggest gay ski week in America.

Because 7 were just not enough, TGSW is now a big 10. Ten days that is. With the new extension, guests now have more options to grab for fun – on and off the snow. It's all in celebration of the ten year anniversary of Telluride Gay Ski Week, which will take place next year from Friday, February 22, 2013 to Sunday, March 3, 2013.

The extended week is just the tip of the ice berg of what is planned for next year's event. TGSW is pleased to announce that nationally renowned, drag comedian Miss Coco Peru will be appearing for special one-night engagement on Tuesday, February 26 as part of gay ski week. Storyteller/monologist Miss Coco Peru aka Clinton Leupp grew up in the Bronx on City Island and got his/her start as a downtown favorite in the cabaret world of NYC. On screen, Miss Coco is best known for her roles in Jim Fall's trick (Sundance 1999) and Richard Day's comedy Girls Will Be Girls. Other film appearances

include To Wong Foo, Thanks for Everything, Julie Newmar and Straight-Jacket. She just completed shooting the highly-anticipated sequel to Girls Will Be Girls.

Ranked the #1 Gay Ski Week in the U.S.A. by Gay.com, TGSW brings together gay and lesbian skiers and snowboarders from across the country and around the world. Guests to the 2013 Ten Year Anniversary event can look forward to TGSW's renowned mix of skiing, parties, celebrities and entertainers; including, DJs Casey Alava and Brandon Moses. A full line-up will be announced in the next few weeks but new and returning guests can look forward to new additions such as Dick's Night Out on Wednesday, February 27 as well as crowd favorites such as the White Night Party to be held on Thursday, February 28.

### **Telluride Gay Ski Week 2013**

When: Friday, February 22 – Sunday, March 3, 2013

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

Info: Event pricing, lodging and travel information available at:

[www.telluridegayskiweek.com](http://www.telluridegayskiweek.com)

### **About Telluride Gay Ski Week**

Telluride Gay Ski Week (TGSW) is an annual week-long gay ski event produced by StraightOut Media & Marketing with support from the Telluride Mountain Village Owners Association and benefitting the Telluride AIDS Benefit. Ranked the Top Gay Ski Week in the U.S.A., by gay.com, TGSW is an alternative to other gay ski events and provides a unique vacation experience in a spirited and unpretentious ski town. Nestled in a box canyon surrounded by the majestic 13,000 ft peaks of the 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](http://www.telluridegayskiweek.com)

### **About StraightOut Media & Marketing**

StraightOut Media & Marketing (SOMM) is a Dallas-based company with more than 50 years of combined agency and client side experience; including, national and global public relations, media relations, corporate communications, branding and strategic marketing. SOMM brings demonstrated expertise in a range of markets and industries from retail, non-profit organizations, diversity marketing, restaurants, hotels and destination marketing to mobile communications, broadcast media, print media, motion pictures, financial communications and residential and multi-family housing. In addition to solid mainstream experience, SOMM has developed a strong reputation as one of the very few "go to" agencies when clients are looking for expertise in marketing to the GLBT community.

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