



FOR IMMEDIATE RELEASE

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**TELLURIDE GAY SKI WEEK ANNOUNCES HOTEL MADELINE AND INN AT LOST CREEK
AS HOST HOTELS FOR 10TH ANNIVERSARY EVENT**

*Luxury Properties Named Home to Après' Ski Events and the Annual White Night Party for
Skiers and Guests for the Top Gay Ski Week in U.S.A.*

DALLAS, TX, January 15, 2013 – StraightOut Media & Marketing, the producer of Telluride Gay Ski Week, has announced the official hotel partners for its 10th anniversary ski week event which will take place February 22 – March 3, 2013 event (“T-13”). Hotel Madeline and sister property Inn at Lost Creek serve as “Official Host Hotels” for the week. The two properties will host a majority of the evening ticketed events in addition to serving as the locations for most daily après ski. In addition, for the first time, the Hotel Madeline will host the popular White Night Party on Thursday evening, February 28. This “double DJs” dance party, has become a ski week tradition attracting hundreds of ski week attendees and Telluride residents.

Both properties offer their own variety of luxury accommodations and amenities to fit the full spectrum of ski week guests; including full-service spa, heated pools, on-site restaurants and ski in/ski out access. Special lodging rates and packages for each hotel can be found by visiting the lodging page at TellurideGaySkiWeek.com.

To commemorate its tenth anniversary year, StraightOut Media & Marketing announced in November that the T-13 event would be extended to a full ten days of events, activities and skiing. Special guests for the week include Miss Coco Peru, who will be performing a special one-night only show on Tuesday, February 26. In addition to

Hotel Madeline and Inn at Lost Creek, the current sponsors of Telluride Gay Ski Week are the Telluride Mountain Village Owners Association, KR82 Vodka, Barefoot Wine, Passport Magazine, Telluride Watch, IGLTA, Pink Banana Media, GayList Daily, and Sirius Radio.

Ranked the #1 Gay Ski Week in the U.S.A. by Gay.com, Telluride Gay Ski Week brings together gay and lesbian skiers and snowboarders from across the country and around the world. Guests to the 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. Events during the week include an Oscar Watching Party on Sunday, February, 24, Dick's Night Out on Wednesday, February 27 and the renowned White Night Party to be held on Thursday, February 28.

Telluride Gay Ski Week 2013

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

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

Info: Schedule, event pricing, lodging and travel information available at:

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

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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