



Press Release

For immediate release

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4th Annual Sun Valley Nordic Festival promises Outstanding Winter Fun

2013 brings another stellar lineup of events for the 4th Annual Sun Valley Nordic Festival running from January 26 – February 3 in NordicTown USA, Sun Valley, Idaho. Again this year, Sun Valley has had the best early winter in the country. With feet of snow on the ground, world-class grooming, 250+ days of sunshine each year and an incredible trail network featuring over 200 km of groomed nordic trails, Nordic Town USA is the place to be this winter.

For 9 days in January and February, join skiers and families from around the world for the country's most exciting nordic gathering. This year's Festival features the best events yet! Start out the week with Ski the Rails, a skate or classic ski down the former railway turned bike path, followed by the always festive Galena and the Trails Benefit, an Alpine Touring Race up and down Dollar Mountain, Twilight Ski and Dinner at magical Galena Lodge, AXCS National Masters Racing at Sun Valley Nordic to crown the best Masters in the country, Nordic Hall of Fame Inductions, Panel discussion by Nordic Industry bigwigs, the remixed Downtown Jam/NordicTown USA Sprints and Snowbike Competition featuring food, music and party vibe into the night, the always amazing Banff Film Festival, Marley and the Mountains with headliner Pato Banton, then finish it all up with the longest running cross-country race in North America, the renowned Swix Boulder and Half Boulder Mountain Tour.

Racers, non-racers and families will find excitement all throughout the 4th annual Sun Valley Nordic Festival—join us for the sunshine, skiing and nordic spirit in NordicTown USA! For a complete listing and descriptions of the incredible events visit svnordicfestival.com.



Sun Valley Nordic Festival Events at a Glance:

Saturday, January 26: **BCRD Ski the Rails/Hailey Downtown Party**

Galena & the Trails Benefit and Auction

Sunday, January 27: **Skin it to Win It Ski & Snowboard Race** to benefit the Sawtooth National Forest Avalanche Center

Alturas Ski and Après Ski

Tuesday, January 29: **Twilight Ski & Dinner at Galena Lodge**

Wednesday, January 30: **2013 AXCX National Masters Freestyle Prologue** at Sun Valley Nordic

Sun Valley Alpine & Nordic Hall of Fame Induction Ceremony

Perspectives on Nordic Skiing at the Community Library

Thursday, January 31: **2013 AXCS National masters 10km Classic** at Sun Valley Nordic

Downtown Jam/NordicTown USA Sprints (Nordic and Snowbike Races)

Friday, February 1: **Swix Boulder Mountain Tour Expo**

Banff Film Festival

Saturday, February 2: **Swix Boulder Mountain Tour**

Swix Half Boulder Mountain Tour

Swix Boulder Mountain Tour Awards Ceremony

Marley in the Mountains

Banff Film Festival

Sunday, February 3: **38th Annual Swix Boulder Mountain Tour Demo** at Sun Valley Nordic

For event specifics visit svnordicfestival.com