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TELLURIDE GAY SKI WEEK TO CELEBRATE A YEAR FOR EQUALITY

Top Gay Ski Week Announce Dates for 10-Day Event with Exclusive Early Bird Rates at Host Hotel Madeline

DALLAS, TX, September 9, 2013 – StraightOut Media & Marketing, the producer of Telluride Gay Ski Week, announced today the dates and theme for its 2014 event (“T14”). The “Top Ski Week in the USA” will return for another ten days, making it the biggest gay ski week of the season, which will take place from Friday, February 21 through Sunday March 2, 2014. In the wake of this year’s historic Supreme Court ruling and the growing number of states approving same-sex marriage, T14’s theme for the week will be Equality with a number of special events and plans to be announced in the coming weeks as part of the celebration. Special, limited-time-only lodging rates and incentives were also released at luxury property and Official Host Hotel – the Hotel Madeline.

Telluride Gay Ski Week is pleased to once again partner with the Hotel Madeline, a “AAA Four Diamond” hotel that was recently added by Travel+Leisure to its list of World’s Best Hotels. As “Party Central” for T14, Hotel Madeline will be home to the majority of major events during ski week including its renowned White Night Party; in addition to hosting daily après ski events at the Smak Bar. This exclusive paradise features ski in / ski out access and a selection of hotel rooms, suites or condos as well as a state of the art fitness center, full spa and now its very own and the only Starbucks in all of Telluride Mountain Village.

Hotel Madeline is offering limited-time, “forestay” packages for those who want to secure a room, suite or condo at exclusive T14 savings. These early bird rates start as low as \$215.00 per night and are available for reservations booked by December 1, 2013. Hotel Madeline was in fact SOLD OUT during the 2013 ski event. Attendees are encouraged to book early at Hotel Madeline as a sell-out is expected this year as well. For reservations and general information, call 866-530-0880

Telluride Gay Ski Week 2014

When: Friday, February 21 – Sunday, March 2, 2014

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 USA” 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 14,000 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 Hotel Madeline Telluride

Hotel Madeline Telluride is a refined boutique address located at the heart of Telluride, Colorado’s ski mountain. The hotel has 96 guest rooms, 11 suites and 17 condos of sophisticated design, attentive service and the amenities to fully enjoy the invigorating atmosphere of the Rockies. REV is Telluride’s definitive dining experience serving farm-to-table mountain chic cuisine that features local and regional ingredients. SMAK is a relaxed Rocky Mountain chic tavern serving an imaginative small- and large-plate menu. The Spa offers transformational treatments focused on healing and rejuvenation. Hotel Madeline Telluride is also well set for intimate weddings and small-scale meetings, with 3,000 square feet of function space surrounded by majestic mountain peaks. For more information, visit www.hotelmadelinetelluride.com.

About StraightOut Media & Marketing

StraightOut Media & Marketing 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. StraightOut 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, StraightOut 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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