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**DO ASK DO TELL. THE MILITARY COMES OUT FOR FREE TO
TELLURIDE GAY SKI WEEK 2012**

*Top Gay Ski Week In U.S.A, To Celebrate Repeal of DADT With Free Party Passes
For Service Members And Special Do Ask Do Tell Dance Party*

Telluride, CO, February 6, 2012 – StraightOut Media & Marketing, the producers of Telluride Gay Ski Week, announced today that their top ranked ski week will celebrate the repeal of the discriminatory Don't Ask Don't Tell (DADT) policy with free VIP party passes ("T-Passes") for the week for active service members and a special military-themed, "Do Ask Do Tell" dance party. Reichen Lehmkuhl, former USAF Captain, star of A:List New York and winner of Amazing Race, will serve a celebrity host of the "Do Ask – Do Tell" party that will take place during the middle of the Telluride Gay Ski Week. Lehmkuhl authored the book "Here's What We'll Say" that chronicled his time at the U.S. Air Force Academy as a closeted service member. Telluride Gay Ski Week takes place from Saturday, February 25, 2012 through Saturday, March 3, 2012.

"This is the first Telluride Gay Ski since the defeat of the marginalizing "Don't Ask Don't Tell" policy for our LGBTQ U.S. military service members," said Reichen Lehmkuhl. "I'm excited not only to see the end-result of so many years of my and our community's hard work to end it, but also that so many of my

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military friends will be able to join us OPENLY at Telluride Gay Ski Week. If all of this isn't a reason to celebrate together, I don't know what is!"

The Do Ask Do Tell party will include a special display of images from the "We Can Do It!" photography campaign produced by the Open Artist Movement (www.openartistmovement.com) and courtesy of its founder Brad Bilanin. The campaign, which was photographed by John Ganun, brings to life modern, iconic individuals, by depicting them as powerful figures and not victims in the global LGBT movement.

Considered one of the world's most popular ski weeks and ranked "Top Gay Ski Week" in the U.S.A. by gay.com, Telluride Gay Ski Week brings together gay and lesbian skiers and snowboarders from around the world; including New York, Dallas, Los Angeles, Miami, Hawaii, Australia and the United Kingdom. Now in its ninth year, this annual event is the third busiest winter week in Telluride, Colorado after the Christmas and President's Day Weekend.

Telluride Gay Ski Week 2012

When: Saturday, February 25, 2012 – Saturday, March 3, 2012

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

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

Exclusive lodging packages available by calling toll free to 888-376-9770.

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.

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