



## **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

### **TELLURIDE GAY SKI WEEK NAMES SUPREME COURT PLAINTIFF'S JEFF ZARRILLO & PAUL KATAMI HONORARY CHAIRS OF ANNUAL EVENT**

*Top Gay Ski Week Plans Wedding Themed Party to Honor Strides in Equality*

**DALLAS, TX, December 11, 2013** – StraightOut Media & Marketing, producer of Telluride Gay Ski Week 2014 (T-14), has announced that for the first time the event will have an Honorary Chair, in fact two. The ski week, which enters its 11<sup>th</sup> year February 21 – March 2, 2014, named Jeff Zarrillo and Paul Katami as the Honorary Chairs of the event. The couple are the victorious plaintiffs in this year's landmark Supreme Court ruling on same sex marriage in California.

Co-founders and producers of Telluride Gay Ski Week, Scott Barretto and John McGill decided this was the year to add Honorary Chairs to the popular week. "Jeff and Paul were the perfect choice for us. They represent what can happen when you commit yourselves to making it a better world" stated Barretto. McGill added, "Although we have a long way to go towards full equality, it's nice to stop and celebrate just how far we have come".

-Cont.-

Zarrillo and Katami, along with co- plaintiffs Kristin Perry and Sandy Stier, made national and international news this year when they took on California's Proposition 8 that banned same-sex marriage. The Supreme Court ultimately ruled in the couples favor, striking down the law in California and opening the door for same sex marriage in states across the country. "It's been an amazing year. The support we have seen for our community is nothing short of incredible," stated Zarrillo. "We are excited to be named honorary chairs of ski week and look forward to joining our friends in Telluride."

The LGBT Community has seen numerous victories this year. From the Supreme Court rulings to one state after another approving same-sex marriage there are a multitude of reasons to make the annual snow party a special celebration. In addition to being named honorary chairs, T-14 is adding to its line up a special event celebrating the couples union. **Jeff & Paul's Big Gay Wedding Party** will be held on Friday evening Feb 28<sup>th</sup> at the ski week's luxury Host Hotel, Hotel Madeline. All ski week attendees as well as local Telluride residents are being invited.

Ranked the "Top 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 can look forward to TGSW's renowned mix of skiing, parties, celebrities and entertainers; including, popular DJs nightly. T-14 is supported by its founding sponsor, Telluride Mountain Village Owners Association, as well as numerous other partners, including its host hotel, Hotel Madeline and the official ski rental sponsor, Telluride Sports.

A full schedule of events can be found at [www.telluridegayskiweek.com](http://www.telluridegayskiweek.com). New and returning guests can look forward to new additions as well as the popular, and town favorite, White Night Party to be held on Thursday, February 27 at the Hotel Madeline. This year's e promo is showcased at <http://youtu.be/dT4P8cBC5tQvent>

The Telluride community is very supportive of the annual ski week. Hotel Madeline has special rates for attendees of the week, Telluride Sports is offering a 30% discount on rentals and the resort has developed The Gay Card that provides discounts on skiing as well as food throughout the mountain.

**FOR MORE INFORMATION AND VIDEO OF TELLURIDE GAY SKI WEEK VISIT**

**[WWW.TELLURIDEGAYSKIWEEK.COM](http://WWW.TELLURIDEGAYSKIWEEK.COM)**

**###**

**Telluride Gay Ski Week 2014**

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

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 weeklong 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 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, [www.hotelmadelinetelluride.com](http://www.hotelmadelinetelluride.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.

