



FOR IMMEDIATE RELEASE

Contact:

Holly Lippert

Communications Manager

425.434.6750 (phone)

425.434.6712 (fax)

Email: holly@summit90.com

**THE SUMMIT AT SNOQUALMIE TO HOST THE 2010 RIDE
SHAKEDOWN; FIRST EVER U.S. VENUE**

Snoqualmie Pass, Wash. January 8th, 2010– Thousands of spectators are expected to turn out for the first ever U.S. edition of the Ride Shakedown snowboarding competition, happening March 12th and 13th, 2010 at Summit West.

In what has grown to be Canada’s largest and arguably most popular snowboarding event, the Ride Shakedown attracts international snowboarding talent hoping to showcase their abilities in the event’s signature thrill-a-minute format. With \$35,000 in prize money for the top performers, the U.S. stop looks to continue the trend while putting a unique northwest spin to it. Among the competitors will be Seattle-based Ride Snowboard and Summit at Snoqualmie team rider Austin Hironaka.

“This is a great two days of music, entertainment and top level riding,” said Krush Kulesza, youth marketing manager for The Summit. “Whether you come as a competitor or a guest, you’re going to have a great experience.”

Further details regarding the event can be found on The Summit’s website at <http://www.summitatsnoqualmie.com/News/Events/1117/Ride-Shakedown>.

The Summit at Snoqualmie, operated by Boyne Resorts, is a proud partner of the USFS offering equal opportunity recreation. Boyne Resorts is the largest family owned four-season resort company in North America; founded by Everett Kircher in 1947. In addition to The Summit, Boyne Resorts owns and/or operates award-winning mountain and golf resorts and attractions throughout the United States and Canada including Cypress Mountain near Vancouver, British Columbia, the Official Freestyle Skiing and Snowboard Venue for the 2010 Olympic Winter Games, Big Sky Resort in Montana, Boyne Mountain, Boyne Highlands, The Inn at Bay Harbor - A Renaissance Golf Resort and Avalanche Bay Indoor Waterpark in Michigan, Brighton in Utah, Crystal Mountain in Washington, Loon Mountain in New Hampshire, Sugarloaf and Sunday River Resort in Maine and Gatlinburg Sky Lift in Tennessee. For more information on Boyne Resorts, please visit www.boyneresorts.com.

###

