



SIA SNOW SHOW | THURSDAY-SUNDAY, JANUARY 28, 29, 30 & 31, 2010 | COLORADO CONVENTION CENTER | DENVER, CO USA

Check out SIASNOWSHOW.COM for up-to-the-minute information on the **SIA SNOW SHOW & ON-SNOW DEMO/FREE RIDE FEST.**

SIA SNOW SHOW UPHILL/DOWNHILL CHALLENGE

Skin 1,700' up a marked track at Winter Park Ski Area to the Sunspot Lodge, quaff a beverage of your choice, remove skins from skis or splitboard and descend a marked course down a bump run, through the glades to more bumps, to the base area finish. This is a three-person "team" race, but teams need not race together. Individual times are combined to determine the team's overall time.

Entry is free (contributions to USSMA are appreciated and encouraged) and includes a beer at the awards at West Portal Station.

Contribution: (circle amount):	\$10	\$20	\$30	\$40	\$50	Other: _____	Please contact my team for additional USSMA contributions.
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The Uphill/Downhill Challenge is a fundraiser for the US Ski Mountaineering team. The US team of 14 is competing at the Ski Mountaineering World Championships in Andorra March 1-7, 2010. You can help get the US team to Andorra with a contribution in the USSMA-labeled jar at the SCARPA booth. All funds raised at the Uphill/Downhill Challenge go toward funding the team's trip

DATE: Monday, February 1, 2010
START: 2PM, at the **SIA On-Snow Demo/Free Ride Fest**, Winter Park Village (demo area)
AWARDS: Begins at 4PM, West Portal Station, Winter Park Village
PRIZES: Category winners and raffle. The fastest overall individual wins a pair of SCARPA F1 Carbon boots!
REGISTER: Email entry to ussmaski@gmail.com or fax **866-795-0760** or at drop off at the SCARPA Booth # 3151, at the SIA Snow Show
ON-SITE: SCARPA On-Snow Demo booth until 12 noon, the day of the event

RULES:

- All racers must have skis/splitboard with skins or snowshoes for ascent. Skis or snowboard required for descent.
- "Bean Counter Bonus" – If you're lucky enough to have a CEO, President or Owner on your business card (and your employees want you on their team) we'll take five minutes off your time!
- Enter as a team of three people. Teams may consist of any mix of industry suppliers, reps, retailers or "fast friends of." If you need teammates (or faster teammates) the SCARPA booth has an Uphill/Downhill message board for matching up singles.

UPHILL/DOWNHILL CHALLENGE REGISTRATION INFORMATION:

Team Name: _____

Racer 1 Name: _____ Company/Shop: _____ Title: _____

Cell Phone: _____ Email Address: _____

Racer 2 Name: _____ Company/Shop: _____ Title: _____

Cell Phone: _____ Email Address: _____

Racer 3 Name: _____ Company/Shop: _____ Title: _____

Cell Phone: _____ Email Address: _____

Team Category: (circle one) Elite Veteran's (combined age of at least 140 years) Open

EVENT CONTACT: Pete Swenson, Director US Ski Mountaineering Association | P: 720-289-6547 E: ussmaski@gmail.com