



NEWS RELEASE

ALYESKA RESORT MEDIA CONTACT:

AMY QUESENBERRY, AMY@ALYESKARESORT.COM, 907-754-2592

ALYESKA RESORT OPENS UP BIG MOUNTAIN COMPETITION TO ALL DISCIPLINES AS PART OF JEFF NISSMAN MEMORIAL FESTIVAL

March 11, 2010 (Girdwood, Alaska) – Alyeska Resort is gearing up for Telepalooza on March 24 to 28, 2010, the resort's springtime festival that celebrates top snowsport athletes and on-mountain fun. New this year, the resort introduces the Alyeska World Comp, a multi-discipline competition open to telemark, alpine and snowboard divisions. This high-level competition showcases Alyeska's challenging double black diamond terrain with features such as steep cliffs, chutes and 2,500 feet of vertical, creating a venue that will test the abilities of the most experienced freeriders. Cash prizes of over \$10,000 will be awarded to top finishers, with competitors being judged on line choice, fluidity, control and aggressiveness.

In the past, Alyeska has hosted a variety of individual discipline big mountain competitions including the Subaru Freeskiing World Championships, World Telemark Freeskiing Championships, and The North Face Masters. In an effort to grow big mountain events and create more excitement, the resort decided to open this year's competition to all disciplines with the goal of attracting competitors from both the local community as well as national-level competitive circuits.

"This festival is for all disciplines and all levels. It's about living life to the fullest," says event founder Brooke Edwards, "Telepalooza is about honoring Jeff Nissman and the way he lived his life. He was a fun-loving, inclusive guy who would have been all about bringing the community together."

Alyeska's World Comp will attract top-level national big mountain telemark skiers who have placed in top finishing spots at the Alpine Meadows Big Mountain Telemark Competition and Crested Butte US Telemark Extremes. The resort hopes to also draw top-level talent among alpine skiers and snowboarders from the national circuit. The challenging terrain at Alyeska is a huge draw for snowsport athletes, as well as the lure of the spectacular Chugach Mountains and beauty of Alaska.

Telepalooza, the Jeff Nissman Memorial Telemark Festival, takes place on Saturday and Sunday, March 27 to 28, and includes on-mountain and après ski activities. In its seventh year,



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Telepalooza celebrates the life of Jeff Nissman. Jeff was an avid telemark skier, mountaineer, and avalanche forecaster who died in a work related accident in January 2004. The festival weekend features on-hill clinics, fun races, free demo equipment, as well as nightly live entertainment at the Sitzmark Bar and Grill. Proceeds from this year's charity raffle featuring over \$30,000 in prizes, will benefit Friends of The Chugach Avalanche Information Center in Jeff Nissman's honor. Raffle prizes include helicopter and cat skiing adventures in Alaska and many other backcountry gear and accessories.

To register for the Alyeska World Comp and to learn more about the activities throughout the weeklong festival, please visit www.AlyeskaResort.com.

About Alyeska Resort (www.alyeskaresort.com)

Alyeska Resort is Alaska's premier year-round destination featuring The Hotel Alyeska, an award-winning 304 room full-service property. Located just 40 miles from Anchorage, Alyeska Resort is your base camp for summer and winter excursions. Alyeska Resort stands out during ski season with 650" of average snowfall annually and the longest-continuous double black diamond ski run in North America. Learn more about the resort at www.alyeskaresort.com or 800.880.3880.