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## THE BIG MOUNTAIN RUSH IS BACK BRINGING THE BEST IN FREESKI ACTION TO REVELSTOKE, BC

*-Red Bull Cold Rush, the Premier Freeski Competition Returns to Its Canadian Roots in Search of the Best All-Around Skier-*

**VANCOUVER, BC – December 11, 2014** – After a two year hiatus, the biggest event in backcountry freeskiing returns to its roots. Fusing the disciplines of backcountry slopestyle, big mountain, cliffs and alpine ski touring, [Red Bull Cold Rush](#) will return to Canada from **February 3-6** at [Revelstoke Mountain Resort](#) in British Columbia. The Red Bull Signature Series event will see a handful of the world's premier skiers invited to battle it out for a chunk of the \$36,000 prize purse awarded to the most versatile, well-rounded freeskiers.

The return of Red Bull Cold Rush means a blend of fresh powder and fresh ideas. Along with the new location in Revelstoke, the event is also being updated with fresh elements including innovative on-mountain features and a competition format that places a greater focus on alpine touring. But one thing remains the same: the peer-judged three-day competition will see athletes pushing one another to raise the bar of backcountry freeski progression.

*"Red Bull Cold Rush is the one and only top tier event that I, and all the other backcountry skiers, have to express our type of skills in a competition format. The fact that this amazing event is coming back to Canada just gets me all fired up! It's where I spend my winter doing what we do, so I'll be right at home this year"* says Sean Pettit, professional backcountry freeskiier and two-time winner of Red Bull Cold Rush in 2010 and 2011.

### HISTORY OF RED BULL COLD RUSH

In an event that pits man against nature, nature always has the upper hand. Born and bred in Canada, the first ever Red Bull Cold Rush was set to take place in 2007 at Red Mountain in Rossland, BC, but Mother Nature had other ideas. Due to warm temperatures and a deep freeze that followed, the terrain was deemed unsafe to ski. When the event returned to the mountain in 2008, it was a skiers' dream come true. Blue skies and deep snow greeted some of the best freeskiers in the world. Dave Treadway ended up at the top of the podium followed by Sean Pettit in 2<sup>nd</sup> and the late JP Auclair in 3<sup>rd</sup>.

In 2009 and 2010, the event moved to Retallack, BC, pushing riders further and into new and challenging territory. A year later, Red Bull Cold Rush moved south of the border for the first US event held at Silverton, Colorado where it remained for a second year into 2012.

### REVELSTOKED! THE MOUNTAIN

Even in the powder-heaven that is the BC Interior, Revelstoke was a stand-out destination and obvious choice to play host for the return of Red Bull Cold Rush. Revelstoke Mountain Resort boasts the most vertical in North America at 5,620 ft. of lift accessed terrain, two alpine bowls and legendary glades. The only resort worldwide to offer lift, cat, heli and backcountry access from one village base, it has become a true ski mecca and synonymous with backcountry adventure.

*"This is the perfect event for us because it showcases all we have to offer – our diverse terrain, excellent conditions, and all the challenging vertical and features they could event want"* says Revelstoke Mountain Resort General Manager Rob Elliott.

On average, the mountain's peak receives roughly 30-45 ft. of the fluffy stuff every year. For those in search of the white room, the high altitude and location in BC's Interior Selkirk Mountains brings some of the most consistent quality snow in the region.





### PEER PRESSURE: EVENT FORMAT

There's nothing more important than impressing your friends, and that is exactly what the premier field of 15 men and 5 women will do throughout the peer-judged event as athletes aim to raise the bar of backcountry freestyle progression. Following each run, competitors will evaluate one another on performance basing scores on style, speed and technique.

Spread across three powder-laden days, the competition focuses on several distinct ski disciplines including backcountry slopestyle, big mountain, cliffs and alpine touring in order to find the best all-around freeskiier. Each day of competition will focus on one specific discipline, with a new emphasis on the ski touring component that will see athletes traversing to different areas of the mountain in the shortest possible time. Athletes will now be able to accumulate more points through the touring portion, helping to offset potentially lower scores in other disciplines that might not be their strong suit.

### EARN YOUR TURNS: SKI TOURING

Deep in the backcountry, sometimes the only way to get to the freshest line is by foot – untouched spots that even snowmobiles/cats can't access – and it's always the most rewarding way to earn your turns. Ski touring, which consists of strapping on synthetic 'skins' to the bottom of skis to add traction, allows athletes to traverse the mountain and tackle uphill climbs to get to those hard-to-reach spots. Similar to cross-country skiing, the bindings/boots allow for free heel movement that lets skiers move easily at a walking pace across difficult terrain.

Over the past few years, touring has seen a steady growth in popularity among all types of skiers, offering both a cost effective and environmentally low-impact means to access the mountain without relying on machines. Touring will often take adventurous skiers outside of resort boundaries and into challenging and sometimes hazardous locations. For that reason, anyone looking to take part in touring should be properly educated in avalanche awareness and safety before venturing out and always consult with a local guide to be informed about the latest snow conditions.

### Recent Event Results

2012 Red Bull Cold Rush Results:

1<sup>st</sup>- Dane Tudor

2<sup>nd</sup>- Pep Fugas

3<sup>rd</sup>- Sage Cattabriga- Alosa

Women

1<sup>st</sup> Rachael Burks

2<sup>nd</sup> Jackie Paaso

3<sup>rd</sup> Michelle Parker

2011 Red Bull Cold Rush Results:

1<sup>st</sup>- Sean Pettit

2<sup>nd</sup>- Sage Cattabriga – Alosa

3<sup>rd</sup>- Dane Tudor

Women- Grete Eliassen

### THE CHOSEN ONES – ATHLETE LIST

The invites are in the mail. An official list of competing athletes will be released in early January 2015.





## RELATED ARTICLES

For additional articles and information about Red Bull Cold Rush, try these:

[The Return of Red Bull Cold Rush](#)

[Best Freeskiing Action From Red Bull Cold Rush 2012 \(Video\)](#)

[Red Bull Cold Rush 2012 Photostory](#)

## SOCIAL GUIDE

Follow along on social for the latest news and updates from the world of Red Bull Cold Rush

**Web:** [www.redbull.ca/coldrush](http://www.redbull.ca/coldrush) / [www.revelstokemountainresort.com](http://www.revelstokemountainresort.com)

**Twitter:** @redbullcanada / @Revelstokemtn / @TheNorthFace / @SalomonSports

**Instagram:** @redbullcanada @Revelstoke

**Tags:** #ColdRush2015 #Revelstoke

## STILL IMAGES

A full gallery of images from past Red Bull Cold Rush events is available for direct download [here](#) via Red Bull Content Pool.

## PARTNERSHIPS

Red Bull is excited to have the support of [Revelstoke Mountain Resort](#), [Selkirk Tangiers Heli Skiing](#) and the [The Sutton Place Hotel](#). In addition, for Red Bull Cold Rush 2015, Red Bull is excited to announce partnership with [The North Face](#), official host of the 'Big Mountain' day of competition.

### About Revelstoke Mountain Resort

Since 2007, Revelstoke Mountain Resort (RMR) has offered the most vertical in North America at 1,713 metres (5,620 ft.) of lift-accessed terrain, 3,121 acres of fall line skiing, 2 high alpine bowls, and 65 named runs including legendary glades and phenomenal groomers. Revelstoke Mountain Resort is also the only resort worldwide to offer lift, cat, heli and backcountry skiing from one village base. Across our group of companies that include RMR, Revelstoke Cat Skiing and Selkirk Tangiers Heli Skiing, skiers and snowboarders have access to a total of 515,000 acres of terrain. For all the latest news, visit [www.revelstokemountainresort.com](http://www.revelstokemountainresort.com).

### About The North Face

The North Face, a division of VF Outdoor, Inc., was founded in 1966 with the goal of preparing outdoor athletes for the rigors of their next adventure. Today we are the world's leading outdoor brand, creating athlete-tested, expedition-proven products that help people explore and test the limits of human potential. We protect our outdoor playgrounds and minimize our impact on the planet through programs that encourage sustainability. The North Face products are available at premium and specialty retail sporting goods stores globally and we are headquartered in California on a LEED Platinum-certified campus. For more information, please visit [www.thenorthface.com](http://www.thenorthface.com).

### About The Red Bull Signature Series

The Red Bull Signature Series is the most progressive action sports property in the world, featuring best-in-class events such as Frozen Rush, Joyride, Rampage, Straight Rhythm, Mint 400 and Volcom Pipe Pro. These represent a collection of the most innovative snowboarding, skiing, surfing, mountain biking, skateboarding, motorsports and BMX events on custom courses inspired by the athletes themselves.





Red Bull Media House and the NBC Sports Group showcase this world-class property of action sports events all year long on NBC through state-of-the-art production and storytelling. For more information, please visit [www.redbullsignatureseries.com](http://www.redbullsignatureseries.com).

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- 30 -

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