



**PRESS RELEASE  
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### **RED BULL COLD RUSH SET TO DROP IN ON REVELSTOKE MOUNTAIN THIS FEBRUARY**

*-The biggest show in backcountry skiing returns to Canada for the first time since 2010 with an all new voting element -*

**VANCOUVER, BC – November 24, 2015** – After a three-year hiatus, Red Bull Cold Rush is back and set to be better than ever. Fusing the disciplines of backcountry slopestyle, big mountain, cliffs, and alpine ski touring, [Red Bull Cold Rush](#) will return to Canada from **February 2-5, 2016** at [Revelstoke Mountain Resort](#) in British Columbia. The 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 in a peer-judged format to the most versatile, well-rounded athletes. This year, fans will also be brought into the action with an all new ‘People’s Choice Award’ that will be determined by online voting in the week following the contest.

Plans to bring back the event in 2015 were cut short by a less than ideal snow season that saw the first Red Bull Cold Rush since the 2012 contest in Colorado being put on hold. While relying on the weather can be frustrating, it also highlights the uniqueness of the event; a big mountain spectacle that truly depends on the good graces of nature. There are no carefully groomed runs, elaborate scaffolding, or cooling systems that would allow a more controlled contest to run in temperatures on the plus side of zero (Celsius). Instead, it is a contest of athlete versus nature in its purest form. With already over 320cm of snowfall in advance of Revelstoke’s November 28th opening day, Mother Nature looks set to deliver in 2016.

*“This seems like the strongest start to a season that I have seen in my 5 years experience,”* says Uwe Gramann, Senior Meteorologist with RWDI AIR Inc. *“It is always difficult to predict as nothing is certain, but there are two ways we look at an upcoming season average; one is through weather models, the second by studying El Nino’s history which can be a strong indicator. So far, it looks like we will have a slightly warmer than normal season by 1 – 1.5 degrees Celsius with precipitation dead on with normal averages. Last year, ‘The Blob’ (abnormally high water temperatures off the BC coast) was extremely abnormal, but we are already seeing it disappearing. This year is going to be quite a bit better!”*

Along with a new location in Revelstoke, the event is being updated with fresh elements including innovative on-mountain features and a competition format that places a greater focus on alpine touring.

*“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 I 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.

#### **THE CHOSEN ONES: ATHLETE LIST**

Assembling the best of the best in freestyle skiing, the invitation-only event selects 16 men and 5 women from around the world to participate. The RSVPs were quick to come in, and the competitors have been confirmed. Introducing your 2016 Red Bull Cold Rush athletes so far:

#### **Men**

Mike Henitiuk  
Dave Treadway  
Sean Pettit  
Dane Tudor  
Sammy Carlson

Alexi Godbout  
Callum Pettit  
Kye Petersen  
Riley Leboe  
Wiley Miller  
Logan Pehota

Greg Hope  
Johnny Collinson  
Stan Rey  
Joe Schuster  
Josh Bibby



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## Women

Tatum Monod  
Michelle Parker  
Angel Collinson

Lexi Dupont  
Suz Graham

## POWER TO THE PEOPLE: 'PEOPLE'S CHOICE AWARD'

This year, fans of Red Bull Cold Rush will have a chance to participate in the action for the first time through an all-new 'People's Choice Award' category, allowing them to vote for their favourite rider online. Following the contest, fans will be able to check out video highlights from each athlete on RedBull.com to cast their vote from **February 8 – 10** with winners announced on **February 11<sup>th</sup>**. More details on voting will be released in January 2016.

In addition to the new 'People's Choice Award', Red Bull Cold Rush will continue its tradition as a peer-judged competition - after all, there's nothing more important than impressing your friends. Spread across three days, the event focuses on four distinct ski disciplines including backcountry slopestyle, big mountain, cliffs, and alpine touring, in order to find the best all-around freeskiier. When the contest wraps, athletes have a chance to sit together to review videos from the three days of competition and cast their votes and evaluate one another based on style, speed, and technique.

## REVELSTOKED! THE MOUNTAIN

Returning to Canada for the first time since 2010, Revelstoke Mountain Resort was an obvious choice to play host for the return of Red Bull Cold Rush. With the most vertical in North America at 5,620 ft. of lift-accessed terrain, two alpine bowls, and legendary glades, the mountain ticked all the boxes required that would put athletes to the test across a variety of different terrains and disciplines. Holding true to its promise of delivering some of the best powder riding in North America, so far this season, the mountain has seen the most snowfall in North America with over 320cm. The only resort worldwide to offer lift, cat, heli, and backcountry access from one village base, Revelstoke Mountain Resort has become a true ski mecca and synonymous with backcountry adventure.

*"With our steep vertical, big annual snowfall, and features to challenge athletes of any level, it almost feels like our mountain was made to be the venue for this event. We can't wait to host these world-class athletes as they put their skills to the test on our challenging terrain,"* says Peter Nielsen, Revelstoke Mountain Resort's Vice President of Operations.

On average, the mountain 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 bring some of the most consistent quality snow in the region.

## 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:** #ColdRush2016 #Revelstoked

## 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.



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## **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 2016, 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).

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