



**MEDIA ALERT
FOR IMMEDIATE RELEASE**

RED BULL COLD RUSH POSTPONED UNTIL MARCH 2015

-Warm temperatures spark safety concerns forcing postponement of the freeski competition -

VANCOUVER, BC – January 28, 2015 – Due to recent warm temperatures affecting snow conditions across much of British Columbia, **Red Bull Cold Rush** will be postponed until **March 23-26** when it will make its Revelstoke, BC debut. With safety as the major priority, the decision was made by event organizers to delay the contest.

“Recent warming has impacted our venues in remote areas of the mountain over the last few days. Safety for athletes and delivering a premium, progressive ski contest are our ultimate goals for Red Bull Cold Rush. Unfortunately, current conditions will not allow for either,” - Scott Jewett, National Event Manager

As a world class ski event that showcases athletes in some of the most challenging natural backcountry terrain, the contest is ultimately at the mercy of nature with safety of the utmost importance.

For the most recent event updates, follow along via the channels below:

Web: www.redbull.ca/coldrush / www.revelstokemountainresort.com

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

Instagram: @redbullcanada @Revelstoke

Tags: #ColdRush2015 #Revelstoke

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