



WINTER DEW TOUR ANNOUNCES NEW PARTNERSHIP WITH COPPER MOUNTAIN FOR 2020 & 2021

First Dew Tour Event to Take Place at Copper Mountain Feb. 6-9, 2020

(Carlsbad, Calif.), September 9, 2019 – Mountain Dew® and Adventure Sports Network Group (ASNG), along with Copper Mountain, a POWDR resort, announced today that the annual Winter [Dew Tour](#) ski and snowboard competition and festival will be hosted at Copper Mountain in 2020 and 2021. This new partnership between Mountain Dew®, ASNG and Copper Mountain keeps the Winter Dew Tour in Colorado and Summit County and it is the first move for Winter Dew Tour in more than a decade, having spent the last 11 years at Breckenridge, Colo.

“Physically, our move is just down the road in Colorado, but we feel the Dew Tour will take on new life at Copper, which has long been a preferred destination for elite action sports athletes,” said Courtney Gresik, vice president and general manager of Dew Tour.

Copper Mountain, the premier mountain for progression in Colorado, is in the midst of a [\\$100M mountain experience transformation](#). However, Copper’s commitment to empowering and inspiring the next generation of action sports athletes spans over multiple decades with its year-round Woodward facilities and event programming.

“Copper, and its parent company POWDR, truly get the vision of Dew Tour, which is to bring together the world’s best skateboarders, snowboarders, skiers, artists, brands and fans in a celebration of creativity and style,” added Gresik. “Copper is well-seasoned in hosting world-class events, including the annual U.S. Grand Prix and the USASA Nationals. Athletes know Copper Mountain and the quality of its parks and pipe. We are ready to get started on taking the event to a whole new level in terms of event progression and service to the athletes and fans.”

The four-day winter Dew Tour will include the world’s best male and female skiers and snowboarders competing in individual halfpipe, slopestyle and para snowboard competitions, Dew Tour’s signature Team Challenge competition, industry award shows, a special invitational competition and a calendar of fan-based activities. Spectators will have a front row seat to the action out of Copper’s Center Village where the event footprint, sponsor activations and Team Challenge will take place. Slopestyle will be held in Copper’s Central Park, an elite-level mountain park facility, and the Halfpipe events will conveniently sit just above the base of Center Village. The Dew Tour festival experience will include live music on the Dew Tour main stage as well as a sponsor village, pro athlete photo-ops, poster signings and more. As always, Dew Tour is free and open to the public.

“Copper is excited to be the new home to the Winter Dew Tour. Between our investments in enhancing the overall ski and ride experience to our designation as an official venue for U.S. Ski & Snowboard teams early season training, Copper’s areas of expertise are providing world-class facilities for athlete progression and a lively atmosphere for spectators,” said Dustin Lyman, Copper Mountain president and general manager. “The Dew Tour is a perfect fit for Copper as we live the action sports lifestyle everyday through our Woodward venues and programs.”

Past Dew Tour competitors include Olympic gold medalist and Dew Tour champions Chloe Kim (USA), Nick Goepper (USA), Shaun White (USA), Red Gerard (USA), Gus Kenworthy (USA), Ayumu Hirano (JPN), Amy Purdy (USA) and others from around the world.

A total of six hours of winter Dew Tour coverage will air on NBC and NBCSN. The event will also be live streamed in its entirety on DewTour.com, Facebook Live, YouTube and other major platforms for a total of 24 hours LIVE.

Stay tuned at DewTour.com and on Facebook, Twitter, Instagram, Snapchat and YouTube @DewTour for more on event details, invited athletes and news. Copper Mountain and Woodward will also be posting information regarding the winter Dew Tour event via CopperColorado.com and on social handles @CopperMtn and @WoodwardCopper.

[Download photos & video from 2018 Winter Dew Tour](#) (editorial use only).

###

About Dew Tour

Dew Tour is an innovative contest series and content platform that brings together the world's best skateboarders, snowboarders, skiers, artists, brands and fans in a celebration of creativity and style.

In 2016, the Adventure Sports Network Group (ASNG) became the official strategic partner to lead content production, execution and event staging for the Dew Tour. Working in close collaboration with ASNG's core action sports media brands and in partnership with DEW®, Dew Tour continues to progress events and content, bringing millions of action sports fans engaging stories and experiences across digital and broadcast mediums. In addition to Dewtour.com and ASNG's digital network, Dew Tour's summer and winter events are telecast on NBC.

About Copper Mountain:

Located just 75 miles west of Denver, Colo. in the heart of the Rocky Mountains, [Copper Mountain Resort](#) is an ideal vacation destination with a vibe that represents the best of Colorado. Three pedestrian-friendly village areas provide a vibrant atmosphere with lodging, retail outlets, restaurants, bars and family activities. During the winter months, Copper's naturally-divided terrain offers world-class skiing and riding for all ages and abilities. Each summer, the mountain transforms into an unspoiled playground for hikers, mountain bikers and those seeking a genuine Colorado experience. Copper Mountain Resort boasts curated events year-round and is home to [Woodward Copper](#) – a lifestyle and action sports progression center. Copper Mountain is part of POWDR, a family-owned adventure lifestyle company that believes there is nothing better for your soul than to spend time with the people you love, doing the things you love.

Dew Tour Media Contact:

Melissa Gullotti, melissa@mgprgroup.com, 802-236-9349

Copper Media Contact:

Taylor Prather, tprather@coppercolorado.com, 970-968-2318, 38849