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This is part of an occasional series by the Sanpete County Travel and Utah Heritage Highway 89 Alliance on the people and places along U.S. Highway 89.

Snowkiters Will Harness the Wind, and Soar During 'Masters' Event

Ever wonder what would happen if you harnessed the wind? Come and see for yourself at the U.S. Open Ozone Snowkite Masters being held in Sanpete County March 3rd and 4th at the top of Skyline Drive.

"This event will be the largest U.S.- based snowkiting event and will feature riders from all over the world in an all-out jam session," says Brian Schenck, an instructor and owner of Windzup, a Utah snowkite company.

Some of the best snowkiters on the globe will take part in the U.S. Open Ozone Snowkite masters and will soar across the spectacular terrain of Sanpete County's Fairview Canyon. The free public event will include races and competitions, with riders showcasing both the freestyle potential of the sport as well as the backcountry side with Free Riding Expression Sessions, X/C Tours and a Winduro race.

There will also be free clinics, lessons, workshops and information sessions. Registration will be held at 11 a.m. each day. Some 100 snowkiters and at least that many spectators are expected to attend.

The event is designed to showcase the sport, and everything is free of charge, making it an excellent opportunity for the general public to try out snowkiting. The sport involves large kites pulling a skier or snowboarder across the snow and is one of the fastest-growing sports around.

The only thing growing faster than the sport's popularity is Sanpete County's reputation for having the best conditions in North America for snowkiting. These include acres of open flats and hills of every angle and direction.

Schenck adds that snowkiters from all over are particularly drawn to Fairview Canyon's Skyline Drive, which has an altitude of 9800 feet and is known for its excellent snow and wind conditions.

Schenck is moving his company, Windzup, which he owns with his wife, Heather, to Mt. Pleasant City's industrial park in Sanpete County. The company has purchased a four-acre parcel of land and is relocating its primary offices and distribution warehouse to the area.

The move will create a new world headquarters for Windzup, with all operations based in Sanpete County. In addition to corporate offices, Mt. Pleasant will be the new home to Windzup's nationwide distribution facilities and in-house marketing.



"This year is shaping up to be an epic year for snowkiting, and our new 2007 kites are definitely taking rank as some of the best kites ever produced," Schenck says. More information about the U.S. Open

Ozone Snowkite Masters event and a map of the location is available online at <http://www.snowkiting.com/snowkitemasters/>. More information about Schenck's company, Windzup is also available online at <http://www.windzup.com/>.

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