

FOR IMMEDIATE RELEASE

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For Utah's *other* winter sports, Sanpete County has the greatest snow of 'The Greatest Snow on Earth®'

FAIRVIEW, Utah — When it comes to Utah's winter sports, Sanpete County probably isn't the first destination that comes to mind. But that all depends on which winter sports you're talking about.

Sure, Park City and Salt Lake City's Big and Little Cottonwood Canyons are fine for skiing and snowboarding, but for Utah's *other* winter sports — **snowkiting and snowmobiling** — you can't beat Sanpete.

Terrain, elevation, and weather — not to mention Sanpete's small-town friendliness and hospitality — make Sanpete County a great snow-sport destination.

Snowkiting

"Sanpete County is home to *the* premier snowkiting destination in the entire United States," says Sanpete County Travel Director Kevin Christensen.

That destination is Skyline Drive, just a few miles up the mountain from the city of Fairview. "Skyline Drive snowkiting is definitely known throughout the nation and even worldwide," Christensen said.

Snowkiting is a cross between skiing/snowboarding and kiteboarding, and has become more and more popular for the last 10 or so years.

With lots of snow, wind, and open terrain, snowkiters can ride *up* the slopes as well as down them, can jump as high as 100 feet into the air, and then stay up there for quite a while, gradually floating back down with the kite as a kind of parachute.

Snowkiting has been referred to as the ultimate extreme sport, and Skyline Drive has been called its mecca. Snowkiters around the world make a pilgrimage there each year during the U.S. Open Snowkite Masters, an event organized by Brian and Heather Schenck, two of the sports pioneers.

"The snow and wind conditions on Skyline Drive are excellent, and it has mind-blowing terrain. It's ideal," said Brian Schenck.

Schenck and his wife Heather

(CONTINUED)



discovered Skyline Drive several years ago, and shortly afterward moved to Sanpete to be close to the venue, and to base their kiteboard-outfitters business.

Since then, Brian Schenk said, "Skyline Drive has quickly become known in snowkiting circles as the best spot in North America."

The 2012 U.S. Open Snowkite Masters is Feb. 3-5 (see attached event calendar for details), and is an opportunity for experienced snowkiters to get together, as well as for beginners or those having an interest to explore the sport at one of the best venues in the world.

"It's a great time for people to check out the sport," said Heather Schenk, a five-time U.S. womens snowkiting champion. "They can come and meet the pros, and we'll also be doing a couple of intro clinics, where beginners can try a trainer kite." Kites will be provided for the clinics, but people will have to have their own skis or snowboards.



Snowmobiling

But before snowkiting on Skyline Drive, there was snowmobiling, which is popular not only on Skyline, but in canyons and on mountains throughout the Sanpete Valley, Ephraim Canyon and Mayfield Canyon (12-Mile Canyon) foremost among them.

"Sanpete has some of the best snowmobiling in the state," said travel director Christensen. "On the Wasatch Front, the mountains are rocky and jagged — not really made for snowmobiling. But Sanpete's mountains — the Wasatch Plateau — are relatively flat on top. You go up 10,000 feet, and there's a lots of snow, rolling hills as well as steep hills, and Utah State Parks and Rec keep trails groomed to get you there."

The terrain is one reason the president of the Utah Snowmobile Association, Brian Howarth, says

"Sanpete County is one of Utah's best-kept secrets for snowmobiling."

Howarth is also the current Utah Snowmobiler of the Year, as well as president of the local Skyline Sno-Riders snowmobile club, which has been named Utah's snowmobile club of the year seven times.

The Sno-Riders host several rides during the season, and they welcome all snowmobilers — not just official club members — to join them (see attached events calendar).

"Sanpete is an area that's unique, because you have basically all types of riding," Howarth said.

There's trail-riding for beginners; there are places for boondocking or riding through forested areas; there are steep hills and canyons to climb.

Howarth said, "There's such a diverse range of riding. It appeals to all people. Once you get on top of the mountain, you realize how beautiful it is. It's wide open, and you can see for miles."

And unlike other snowmobile locations, riding areas are only 15 minutes or so from the nearest towns at the bottom of each canyon.

Sanpete is so appealing to snowmobilers, in fact, that it's the site for the unofficial last event of the snowmobile season each year, the Snowmobile Shootout, where hardcore riders have the chance to show off their souped-up machines and riding skills (see attached events calendar).



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EVENT-CALENDAR ANNOUNCEMENT FOR IMMEDIATE RELEASE:

**Skyline Sno-Riders Snowmobile Club hosts
Fairview Canyon Family Ride**

WHAT: Fairview Canyon Snowmobile Family Ride
WHEN: Saturday, Jan. 28, 2012, 10 a.m. - 1 p.m.
WHERE: Fairview Canyon (Skyline Drive) - see directions below
CONTACT: Darlene Mortensen
(435) 427-3353
(801) 361-7962
dmorte8600@aol.com

The Skyline Sno-Riders' Family Ride is a short, easy snowmobile ride suitable for non-experts and all family members from the very young to the old. (Just make sure children are dressed very warm).

Meet at 9:30 a.m. at the Fairview Trail Head, the first main parking lot at the top of Fairview Canyon. The canyon is along Highway 31, beginning in Fairview from U.S. Highway 89 in Sanpete County. At the summit, turn onto Highway 264 toward Scofield. The parking lot/trail head is located shortly after the turn.

The ride begins at 10 a.m. sharp. Riders will return at noon for a lunch of chili, hot dogs, hamburgers, hips and hot chocolate. Sno-Riders members and immediate family eat free. Non-members are absolutely welcome to join the ride, and are invited to do so. Lunch for non-members will be \$5.

The Sno-Riders hold rides several times a month during the winter. For information and updates about rides or club membership, contact Darlene Mortensen.

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EVENT-CALENDAR ANNOUNCEMENT FOR IMMEDIATE RELEASE:

**Get a taste of the ‘ultimate’ winter extreme sport
at the U.S. Open Snowkite Masters**

WHAT: U.S Open Snowkite Masters
WHEN: Friday-Sunday, Feb. 3-5, 2012
WHERE: Fairview Canyon - Skyline Drive
CONTACT: Brian or Heather Schenk - owners, “Windzup”
(435) 462.5303
info@windzup.com
www.windsup.com; www.snowkitemasters.com

The 2012 U.S. Open Snowkite Masters will be a great opportunity for the snowkiting enthusiast, the beginning showkiter, and the simply curious alike.

Held in some of the best snowkiting conditions and terrain found anywhere, the event will be held Feb. 3-5 on scenic Skyline Drive at the top of Fairview Canyon.

Beginners and would-be snowkiters can take introductory lessons, with kites provided by Windzup, a local snowkite outfitting company (participants will need their own skis or snowboards).

Then they can ride side-by-side with some of the sport’s more experienced riders.

For the enthusiasts, equipment-manufacturing representatives will be on hand to demo the newest gear.

In its eighth year, the Masters has become a popular annual event.

But this year, say organizers, the event will celebrate an older format — no entry fees.

Organizer and Windzup co-owner Heather Schenk says “Instead of entry fees, you should

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put your hard-earned cash towards fuel for the road trip, lodging, and beverages at the local watering hole.” Schenk and husband Brian are also owners of the Triangle Bar, in nearby Mt. Pleasant, the venue for entertainment each evening during the Masters.

There will be no competitions this year, though there will be adventurous challenges with prizes. “It’s going to be a fun-for-all free-rider rally, inviting all riders to enjoy the mountain,” Heather Schenk says.

For more information and to register go online to www.snowkitemaster.com.

A schedule for the U.S. Open Snowkite Masters is attached.

Directions to Skyline Drive: From Fairview (along U.S. 89), take Highway 31 up Fairview Canyon. The main Skyline Snowkiting Complex is located on Highway 31 at mile marker 14. The area is known as the “Bit Drift.” Parking and restrooms are located at the launch site.

U.S. Open Snowkite Masters Schedule:

Friday, Feb. 3

- 10 a.m. — Free-ride all day, explore the mountain.
- Fri. Night — Meet and Greet at the Triangle Bar. There will be a D.J. from 9 p.m. on. (The Triangle Bar is at 96 W. Main Street in Mt. Pleasant, 5 miles south of Fairview on U.S. Highway 89)

Saturday, Feb. 4

- 11 a.m. — Meet at the Base Camp on the mountain.
- Noon — Lunch on the mountain provided by Ozone Kites
- 1 p.m. — Kite-N-Seek Mountain Challenge, and other fun surprise events.
- Sat. Night — Kite Party at the Triangle Bar- Live Music and awards for the Kite N Seek.

Sunday, Feb. 5

- 10 a.m. — Free-ride, Kite-N-Seek (if needed in case weather prevents Saturday’s Kite-N-Seek.)

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EVENT-CALENDAR ANNOUNCEMENT FOR IMMEDIATE RELEASE:

**Skyline Sno-Riders Snowmobile Club hosts
Ephraim Canyon ride**

WHAT: Ephraim Canyon Snowmobile Ride
WHEN: Saturday, Feb. 11, start at 10 a.m.
WHERE: Ephraim Canyon (see directions below)
CONTACT: Darlene Mortensen
(435) 427-3353
(801) 361-7962
dmorte8600@aol.com

The Skyline Sno-Riders will host an all-day ride in Ephraim Canyon on Feb. 11. Meet at the parking lot at the mouth of Ephraim Canyon at 9:30 a.m. (Directions: Ephraim is on U.S. Highway 89. From Main Street (U.S. 89) turn East on 400 South. Go three blocks to 300 East, and turn south. Follow 300 East (Highway 29) as it curves east to the mouth of Ephraim Canyon near the entrance of the Manti-LaSal National Forest).

Be ready to ride at 10 a.m. sharp.

Bring your own lunch, drink, and snacks. This will be an all-day ride, weather permitting.

The Sno-Riders hold rides several times a month during the winter. For information and updates about rides or club membership, contact Darelene Mortensen.

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EVENT-CALENDAR ANNOUNCEMENT FOR IMMEDIATE RELEASE:

**Skyline Sno-Riders Snowmobile Club hosts
Miller's Flat (Skyline Drive) ride**

WHAT: Miller's Flat Snowmobile Ride
WHEN: Saturday, Feb. 18, start at 10 a.m.
WHERE: Miller's Flat, Fairview Canyon (Skyline Drive) (see directions below)
CONTACT: Darlene Mortensen
(435) 427-3353
(801) 361-7962
dmorte8600@aol.com

The Skyline Sno-Riders will host an all-day ride in Fairview Canyon to Miller's Flat and surrounding areas on Feb. 18.

Meet at the Miller's Flat Trail Head at 9:30 a.m. (Directions: From Fairview on U.S. Highway 89, take Highway 31 up Fairview Canyon. Continue on Highway 31 past the summit to Huntington/Mammoth Reservoir. The parking lot is just east of the reservoir.)

Be ready to ride at 10 a.m. sharp.

As well as 26 miles of groomed trails, the area has wonderful terrain for boondocking and hill-climbing.

Bring your own lunch, drink, and snacks. This will be an all-day ride, weather permitting.

The Sno-Riders hold rides several times a month during the winter. For information and updates about rides or club membership, contact Darlene Mortensen.

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EVENT-CALENDAR ANNOUNCEMENT FOR IMMEDIATE RELEASE:

**Skyline Sno-Riders Snowmobile Club hosts
annual 'Poker Charity Ride'**

WHAT: Skyline Sno-Riders Poker Charity Ride
WHEN: Saturday, Feb. 25, start at 10 a.m.
WHERE: Fairview Trail Head - Fairview Canyon (Skyline Drive) (see directions below)
CONTACT: Darlene Mortensen
(435) 427-3353
(801) 361-7962
dmorte8600@aol.com

Snowmobile for charity at the annual Skyline Sno-Riders Poker Charity Ride on Feb. 25. The event is an all-day ride that also helps children and the hungry. Participants are asked to bring a stuffed animal or canned food — or, even better, both.

Stuffed animals are donated to police and ambulance organizations to give to children in traumatic circumstances. Some are also donated to the Shriners Childrens Hospital. Canned-food items are donated to the local food bank.

For each stuffed animal, participants receive two tickets for entry in a prize drawing the day of the ride. One drawing ticket is given for every two cans of food donated.

A quilt will also be raffled. Tickets are \$1 each, or five for \$6.

A cook-shack will be on the mountain with a variety of food for purchase.

Meet at the Fairview Trail Head at 9:30 a.m. (Directions: From Fairview on U.S. Highway 89, take Highway 31 to the summit of Fairview Canyon. Turn onto Highway 264 toward Scofield. The parking lot/trail head is located shortly after the turn).

Be ready to ride at 10 a.m. sharp.

Join us for an event that is not only fun, but supports important charities.

For more information about the Poker Ride, or about other Sno-Riders events or club membership, contact Darlene Mortensen.

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EVENT-CALENDAR ANNOUNCEMENT FOR IMMEDIATE RELEASE:

**Snowmobile season ends with
Skyline Shootout**

WHAT: Skyline Snowmobile Shootout
WHEN: Friday-Sunday, March 30-April 1
WHERE: Fairview Canyon - Skyline Drive
CONTACT: Bruce Kahlhamer
801-393-1010
bruce@psipowerinc.com

Brian Howarth
(435) 427-3620; (801) 368-7326
bhow@cut.net; brianh@snowut.com

Join snowmobiling enthusiasts from around the nation at the end of the snowmobiling season for one final weekend of riding, hill climbing, drag racing, and showing off high-performance machines.

Traditionally held the weekend after the Rocky Mountain Snowmobile Hill Climbing Association's championships in Jackson Hole, the Skyline Shootout is one last chance for hardcore snowmobilers to strut their stuff. Turbo and nitrous machines are the norm.

"It's just been part of the schedule that the season unofficially ends with the Shootout," says Utah Snowmobile Association President Brian Howarth. "A lot of your avid snowmobilers know about Fairview Canyon and Skyline Drive. People come from everywhere. You can get 300 snowmobilers up there. But because there's so much open space, it never gets crowded."

The varied terrain makes Skyline perfect for easy, casual riding, or for the more expert rider, too.

Skyline Drive is located at the summit of Fairview Canyon, taking Highway 31 from Fairview, which sits along U.S. Highway 89 in Sanpete County.

For more information about the Skyline Shootout, contact Bruce Kahlhamer or Brian Howarth using the above contact information.

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