



January 6, 2004

## **FOR IMMEDIATE RELEASE**

**Contact:** John Patzer (503)708.0333

[John@CaptainAvalanche.com](mailto:John@CaptainAvalanche.com)

# **X Games Medalist Lee Dansie And Veteran Fox Sports Anchor Bill Wixey To Host World's Championship Sled Races at Mt. Brighton, MI January 31<sup>st</sup>, 2004**

SEATTLE – Lee Dansie, Winter X and Summer X Games Medalist has signed to co-host the World's Championship Sled Races with Bill Wixey formerly of Fox Sports Net. "This is the most exciting new winter sport I've seen since snowboarding came around in the late '70's" said Dansie, "I wanted to be a part of it."

Dansie, is the only X Games athlete to win a medal in both the Winter X Games and Summer X Games and has appeared in every Street Luge event ever held. Bill Wixey, a veteran broadcaster, brings 15 years of experience anchoring the sports desk and covering everything from the NFL to the NHL.

"We're honored to be selected as the site of the very first sled races," said Jack Pippin, Mt. Brighton's Snow Sports Director. "We tested prototypes of the sled last year and they were a thrill to ride. It's the first snow sled I've seen that can safely race down a ski slope."

Fifty teams, of four sledders per team, have registered, to date, to participate in this nationally televised event.

The runner sleds, from Captain Avalanche Industries, Seattle have earned the first significant patent for steering innovations since the original Flexible Flyer in 1889. They carve sharp, precise turns and have been clocked at over 50 mph.

Veteran Winter X-Games Producer/Director Erich Lyttle believes "these sleds have the potential to become 'the next snowboard.' That's why we're eager to televise the first races."

- more -

**CAPTAIN AVALANCHE™**  
**INDUSTRIES**

2101 N. 40<sup>th</sup> St. Seattle, WA 98103 (206) 547-1223

Captain Avalanche is a trademark of Captain Avalanche Industries, Inc.  
Protected by U.S. and foreign patents and an icy, relentless attorney.



The competition is open to sledders 10 years and older. All racers will be furnished with Captain Avalanche sleds, No toy sleds or other sliding devices allowed. Racers will place in one of four categories: Junior Men 10-16, Men 17-older, Junior Women 10-16, Women 17-older. Cost is \$35, which includes a lift ticket, sled rental, and entrance fee. Contestants must complete a registration form at Mt. Brighton, or on the Mt. Brighton Web site: [www.MtBrighton.com](http://www.MtBrighton.com)

David Levy, inventor of the Captain Avalanche sled said "We expect the Mt. Brighton races to dramatize the potential of downhill sledding. We've ridden our sleds down slopes no sled has gone before, including Mammoth Mountain, Mt. Baker, and the Alps. Now, thanks to FOX Sports, the world will see what a runner sled can really do."

The Captain Avalanche sled has been featured on CNN, in *Popular Science* and *OUTSIDE* magazines, and in the *Chicago Times*, *Detroit News* and *Miami Herald* newspapers.

Mt. Brighton, located in Brighton, MI, is the closest ski area to Detroit and Ann Arbor and has been a popular ski and snowboard destination since 1961.

**Contact:** John Patzer (503) 708.0333  
[John@CaptainAvalanche.com](mailto:John@CaptainAvalanche.com)

**CAPTAIN AVALANCHE™**  
**INDUSTRIES**

2101 N. 40th St. Seattle, WA 98103 (206) 547-1223

Captain Avalanche is a trademark of Captain Avalanche Industries, Inc.  
Protected by U.S. and foreign patents and an icy, relentless attorney.