



**FOR IMMEDIATE RELEASE:**

**Mt. Brighton to Host World Championship Sled Races Saturday on January 31<sup>st</sup>  
Event to be Broadcast on National Television**

**Seattle, WA – December 3, 2003** – Mt. Brighton Ski Area, Mt. Brighton, Michigan announced today it will host the first World Championship Sled Races on Saturday, January 31, 2004.

Athletes will compete head-to-head in three Olympic-style events: Sled Slalom, SledderCross, and Big Air. Racing against the clock and each other, sledders will jostle into tight, banked turns, speed through a special slalom course, and try to dazzle the judges with airborne tricks as they fly off “The Launch Pipe.”

“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.”

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.”

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.

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