Mountain Hardwear Sponsors 2011 Big Mountain Telemark Series

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"At Mountain Hardwear, we believe in seeking out challenge and pushing the limits of human potential. This lifestyle aligns perfectly with the nature of the big mountain ski competitions produced by Tough Guy Productions," said Promotions Coordinator Jesse Malman. "We're thrilled to be the title sponsor for the 2011 Big Mountain Telemark Series, and hope that our support will help make the series and this partnership successful, not only this year, but for many years to come."

TGP is equally thrilled about the partnership. "Mountain Hardwear is an industry leader that consistently produces cutting edge and innovative products. We are honored to work with such an outstanding company to bring about the first comprehensive points series for the Telemark ski industry in nearly 10 years," said owner of Tough Guy Productions Stephane Riendeau.

Each of the scheduled events will stand on its own with a leaderboard and cash prizes awarded to the top three men and women finishers. Points will be awarded based on their finish in each event. Competitors are encouraged to compete in all of the events as their top three scores will be added together and used to rank them against the other competitors. The top three men and women series leaders, after the Crested Butte event, will be invited to compete at the World

Telemark Freeskiing Championship taking place at Tailgate Alaska (tailgatealaska.com), a freeride festival for skiers, snowboarders, and telemarkers in Valdez, Alaska.

2011 Mountain Hardwear Big Mountain Telemark Series Schedule of Events:

Grand Targhee, WY

February 10 - 13

Alpine Meadows, CA

February 24 - 27

Crested Butte, CO

March 17 - 19

Valdez, AK - Invitational (top 3 men and top 3 women)

April 1 - 10

For more information, please visit:

www.toughguyproductions.com/tourevents/