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Contact:
Jennifer Rudolph
jrudolph@powdr.com
303-625-3465

POWDR, DANNY DAVIS PARTNER TO LAUNCH WOODWARD PEACE PARK

*Woodward Peace Park Debuts Mid-February 2019 at Killington and Boreal
with Daily Access for All Resort Ticketholders; Season to Culminate with
Woodward Peace Park Championships, May 1-5*

PARK CITY, Utah., Jan 22, 2019 – POWDR, a family-owned adventure lifestyle company, and Danny Davis, Peace Park founder, X Games Gold Medalist, Grand Prix Winner, Dew Tour Champion, and U.S. Snowboard Olympian, announced today that they have partnered to launch Woodward Peace Park. This partnership brings Woodward, a playground for progressive sports experiences and part of the POWDR portfolio, together with Peace Park that was founded by Davis in 2011 as a new type of on-mountain experience which reinvented freestyle terrain with a focus on fun and flow as well as progression.

Woodward Peace Park is a unique, ever-evolving terrain park designed to maximize world peace and creativity for all shredders. Only available at POWDR properties, the Woodward Peace Park will first debut mid-February at Killington Resort in Killington, Vermont, and Boreal Mountain California in Tahoe.

“We are excited about our partnership with Danny, and to pay homage to and build on the original vision that has been Peace Park,” says Wade Martin, co-president of POWDR. Chris Gunnarson, POWDR’s senior vice president of youth development, added: “Woodward, with its focus on community, world class facilities and progression-based learning, is the perfect fit for preparing adventure enthusiasts of all ages and ability levels to find their own line within these Woodward Peace Park experiences.”

As conditions permit, Woodward Peace Park will be open every day at Killington and Boreal starting mid-February 2019. There is not an extra fee to experience Peace Park, access is available with a regular lift ticket or season pass to the mountain.

The Woodward Peace Park Championships, which will be held at Boreal from May 1-5, will unveil a 5-day only custom built course, designed and built in collaboration with Davis, Snow Park Technologies and the Boreal and Woodward Tahoe team that’s more fun and creative than ever. It will be the first Peace Park competition to include a womens category and a user generated #MyPeaceParkEdit video contest for open rider & skier contestant qualification.

“POWDR’s commitment to progressing athletes the Woodward way and to inspiring participation in the adventure lifestyle was a natural draw,” says Davis. “Woodward Peace Park will expand access to more





creative, progressive and cutting-edge terrain. It's awesome that Woodward Peace Park is an evolution that's for the people, not just the pros."

To qualify for the Woodward Peace Park Championships, participants must enter into a user generated #MyPeaceParkEdit video contest. Any rider or skier can submit up a 1-minute edit of him or herself riding one of the Woodward Peace Parks using the #MyPeaceParkEdit hashtag. The winner will be announced in early April and will receive an expenses paid trip to Woodward Peace Park Championships at Boreal May 1-5th. Complete contest rules, submission requirements, and further details are available at <http://www.campwoodward.com/mypeaceparkedit>.

Hear what Danny has to say about Woodward Peace Park: Danny Davis Woodward Peace Park [Video](#). For more information, visit www.campwoodward.com/mypeacepark.

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About POWDR

POWDR is an adventure lifestyle company that offers awesome experiences in amazing places. Within POWDR's portfolio are nine mountain resorts including Copper Mountain and Eldora Mountain Resort in Colorado; Killington and Pico Mountain in Vermont; Boreal Mountain Resort and Soda Springs in the Lake Tahoe region of California; Mt. Bachelor in Oregon, Lee Canyon in Nevada and Snowbird in Utah. POWDR owns the Woodward camps and progression centers which includes Woodward PA, Woodward Copper in Colorado, Woodward Tahoe, Woodward West in Stallion Springs, CA, and Woodward Riviera Maya, Mexico. POWDR fuels participation in the adventure lifestyle with a collection of festivals, competitions, and branded events. Outside Television is the national active, outside-lifestyle programming network subsidiary of POWDR, Sun Country Tours in Oregon is the company's river rafting outfitter, and Powderbird, based out of Snowbird in Utah, is POWDR's heli-adventure operator. POWDR is headquartered in Park City, Utah with offices in Louisville, CO. www.POWDR.com.

