

TAHOE + UTAH + MAMMOTH



Elevation Mammoth and Elevation Utah gay ski weeks return with their signature attitude-free, adventure-full style...and this time they brought a friend. Welcome to Elevation Tahoe. In February 2014, the world-class ski destination will receive the trademark Elevation treatment, a seductive blend of sporty days and sexy nights against an unforgettable backdrop.

"I'm really excited about Elevation Tahoe," says Tom Whitman, the Los Angeles-based producer of the Elevation events. "Squaw is an amazing host resort, and the North Lake Tahoe area is second to none."

With 3600 skiable acres across six peaks, 43 lifts and over 270 trails, Squaw Valley is one of the largest ski areas in the United States. And if that's not enough, take a day to visit one of the surrounding resorts of Alpine Meadows, Northstar, Diamond Peak, Mt Rose, Kirkwood or Heavenly.

For those who have not attended an Elevation Mammoth or Elevation Utah, Whitman is quick to point out a variety of reasons they have been so successful. "Gay ski weeks have a broader appeal, when compared to events that are centered only around nightlife/party culture," he says. "Yes, you're surrounded by cute guys and girls from all over the country (and the world), but the sole focus is not the party."

Sports-minded? Elevation offers incredible slopes. Mammoth is

training ground for UCLA's Ski Team (just ask Whitman, he was on it for 4 years) and heavy late-season snowfall offers more powder than a drag queen's face. More into Olympians – or at least their trails? Park City was home of the 2002 Winter Olympics or go silver fox with Squaw Valley, who hosted the games back in 1960.

Party-ready? After a day of shredding black diamonds, it only makes sense to raise the nightlife to new heights. Whitman and his Flip events team turn up the best DJs, strip down the hottest guys and throw the kind of party you can only have at the top of a mountain. Celebrity bonus? Last year Lance Bass hosted Elevation Mammoth's "Party @ 10,000 feet."

Can't choose? Why should you? "I think that having a great dance party, combined with a really fun outdoor activity is the best of both worlds," says Whitman. "You can have fun and flirt and dance, but those aren't the only things on your agenda. You still wake up early, enjoy the beauty of the Sierra Nevada's or the Wasatch Mountains, and then still get a chance to have cocktails and shake your ass."

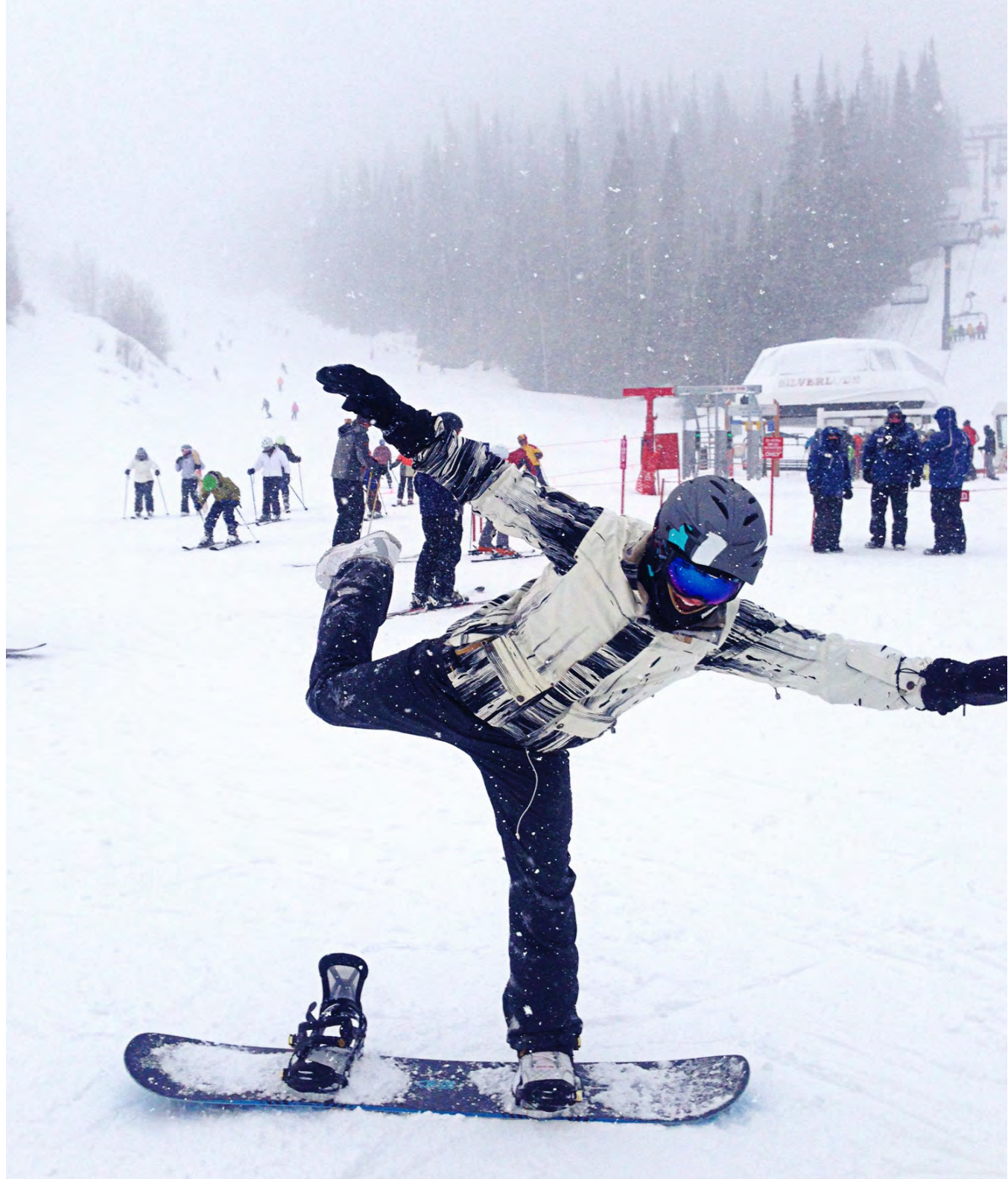
The best part of the Elevation equation is that when you add nightlife to daytime, you subtract the attitude. The connection forged on the slopes - we are basically throwing ourselves down a mountain together – permeates

the weekend, from hot tubs to hot chocolates, from après-ski to all-night-long. "Elevation is known, first and foremost, as a friendly event," says Whitman. "People leave the attitude at home. Year after year, I hear stories from people about the new friends they made at Elevation, or the boyfriend they met, or the camaraderie they experienced."

It's that openness that gives Elevation such a broad appeal (we all know being versatile is important) and attracts such a great mix of attendees. "You've got 20-something singles who want to snowboard all day and then party into the night," says Whitman. "There are 30-something couples who want to come to a fun gay event with their partner. There are 40-somethings and 50-somethings who are interested in a gay entertainment / travel option that is welcoming and interesting." We like a mountain with room for silver foxes and snow bunnies alike.

The warmth of the host towns is another huge factor in the feel of Elevation. The mayor and city council of Mammoth write a welcome letter each year to the event. "It was really gratifying to see how quickly the town of Mammoth Lakes really adopted the event," says Whitman, who encourages Elevation goers to explore and experience the world-class accommodations and restaurants in each place.





Whether you want to experience the first ever Elevation Tahoe (Squaw Valley, Feb 6-9), the excitement of Elevation Utah (Park City, Feb 20-23) or the institution that is Elevation Mammoth (March 12-16) there is one thing that will be present

throughout according to Whitman, "Elevation feels exactly the same as it always did...no matter how big it gets, it feels intimate and personal. You meet new friends, you make amazing memories." Even better: suit up and hit all three.

FOR MORE INFO:

WWW.MAMMOTHGAYSKI.COM

WWW.UTAHGAYSKI.COM

WWW.TAHOEGAYSKI.COM