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WOMEN OF WINTER DEW TOUR TAKE CENTER STAGE: NEW DISCIPLINES ADDED TO LINEUP

World's Best Female Action Sports Athletes Continue to Impress in Competition Staples and New Disciplines: Snowboard and Ski Team Challenge, Ski and Snowboard Streetstyle and More

(Carlsbad, Calif.), January 9, 2020 - [Mountain Dew](#)® and [Adventure Sports Network Group](#) (ASNG) announced today three new disciplines featuring the talent and skills of the world's top women snowboard and ski athletes. The expanded competition formats at [Winter Dew Tour 2020](#), which will be held in its new home of Copper Mountain, Colo., February 6-9, 2020, include ski and snowboard Streetstyle and ski and snowboard Team Challenge.

In addition to long-time competition staples including Women's Modified Superpipe presented by Toyota, Slopestyle, Snowboard Adaptive Banked Slalom presented by Toyota and G.W.R. (Girls Who Ride) Streetstyle presented by Nikita Clothing, women's disciplines expand with ski and snowboard Team Challenge events, and the Women's Pro ski and snowboard Streetstyle competitions. In the spirit of camaraderie, Dew Tour also welcomes longtime, accomplished snowboard industry veteran Mary Walsh's *Beyond the Bounds* session, an all-women's snowboard ride day where female snowboarders will enjoy making turns with friends and pro female riders.

Additionally, NBC will showcase a 90-minute Women of Dew Tour show on February 15 at 2:30 p.m. ET. The entire Winter Dew Tour will be live streamed in its entirety on DewTour.com, Facebook Live, YouTube and other major platforms for a total of 24 hours LIVE.

"Women are no strangers to the Dew Tour as an integral part of the foundation that make up our event's heart and soul since the event's inception," said Courtney Gresik, Vice President and General Manager of Dew Tour. "We are immensely proud to elevate our event to the next level this year with the addition of four new disciplines for these extremely talented women and have no doubt that they will put on an exciting show for the fans as they have always done."

"Dew Tour is always such a fun event to compete in every winter and each year it continues to progress - with new course layouts and competitions," said MTN DEW snowboarder and winter Olympian Julia Marino. "It's awesome that this year there will be even more opportunities for females to compete and continue to push the boundaries of snowboarding."

The four-day winter annual winter Dew Tour ski and snowboard competition and festival, which has always offered equal prize purse, will include the world's best male and female skiers and snowboarders competing in individual modified superpipe, slopestyle, para snowboard, and Streetstyle competitions, Dew Tour's signature Team Challenge competition, industry award shows, live music and a calendar of fan-based activities. Spectators will have a front row seat to the action out of Copper's Center Village where the event footprint, sponsor activations and Team Challenge will take place.

Slopestyle will be held in Copper's Central Park, an elite-level mountain park facility, and the Modified Superpipe events will conveniently sit just above the base of Center Village. The Dew Tour festival experience will include live music on the Dew Tour main stage as well as a sponsor village, pro athlete photo-ops, poster signings and more. **As always, Dew Tour is free and open to the public.**

"I'm so stoked that Dew Tour is adding new disciplines for the women's events and expanding new opportunities for us to show off our skills to the world," said snowboarder and Olympic gold medalist Jamie Anderson. "It's great to see an event showcase the best women's riding and I'm excited for the new events."

See the Winter Dew Tour's schedule of events [here](#) (subject to change).

More Information:

Stay connected at DewTour.com and on Facebook, Twitter, Instagram and YouTube at DewTour.

[Download photos & video from 2018 Winter Dew Tour](#) (editorial use only).

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About Dew Tour

Dew Tour is an innovative contest series and content platform that brings together the world's best skateboarders, snowboarders, skiers, artists, brands and fans in a celebration of creativity and style.

In 2016, the Adventure Sports Network Group (ASNG) became the official strategic partner to lead content production, execution and event staging for the Dew Tour. Working in close collaboration with ASNG's core action sports media brands and in partnership with DEW®, Dew Tour continues to progress events and content, bringing millions of action sports fans engaging stories and experiences across digital and broadcast mediums. In addition to Dewtour.com and ASNG's digital network, Dew Tour's summer and winter events are telecast on NBC.

About Copper Mountain:

Located just 75 miles west of Denver, Colo. in the heart of the Rocky Mountains, [Copper Mountain Resort](#) is an ideal vacation destination with a vibe that represents the best of Colorado. Three pedestrian-friendly village areas provide a vibrant atmosphere with lodging, retail outlets, restaurants, bars and family activities. During the winter months, Copper's naturally-divided terrain offers world-class skiing and riding for all ages and abilities. Each summer, the mountain transforms into an unspoiled playground for hikers, mountain bikers and those seeking a genuine Colorado experience. Copper Mountain Resort boasts curated events year-round and is home to [Woodward Copper](#) – a lifestyle and action sports progression center. Copper Mountain is part of POWDR, a family-owned adventure lifestyle company that believes there is nothing better for your soul than to spend time with the people you love, doing the things you love.

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