



FOR IMMEDIATE RELEASE

**WINTER DEW TOUR 2021 ANNOUNCES PRIMARY PARTNERS FOR
OLYMPIC QUALIFYING EVENT IN COPPER, COLORADO**
Returning Partners Include MTN DEW® and Toyota Enhanced Dew Tour Experience

(Carlsbad, Calif.) December 13, 2021 -- The annual **Winter Dew Tour**, presented by MTN DEW® and Adventure Sports Network Group (ASN), announces its primary partners for this weekend's snowboarding and freeskiing competition and festival to be held at Copper Mountain, Colo. from December 16-19. **MTN DEW®** returns as the presenting partner, along with lead partners **Toyota, Circle K, Diageo brand of libations, Copper Mountain, Safeway**, and new partners **ROXY** and **United States Space Force**; all of whom will offer on-site activations to enhance the consumer experience at Dew Tour.

More than 200 athletes representing 17 different countries will compete in men's and women's ski and snowboard **Superpipe Presented by Toyota, Slopestyle, Streetstyle** and **Adaptive Snowboard Banked Slalom Presented by Toyota** events. Aside from the Adaptive competition, the men and women competing for the U.S. will be vying for points to earn a spot on the U.S. Olympic Team for the Beijing 2022 Olympic Winter Games, February 4-20, 2022. The four-day celebration of freeskiing, snowboarding and action sports culture offers a calendar full of fan-based activities featuring partners and local organizations located at the Dew Tour Experience, which will take place at the base Copper Mountain's Center Village. **As always, Dew Tour is free and open to the public.**

MTN DEW®, the founding partner of Dew Tour since its inception in 2005, will feature the MTN DEW BASE CAMP at the Dew Tour Experience. The BASE CAMP will showcase MTN DEW product samples at the sampling bar, spin to win games to win premium DEW gear, a customization station where fans can sticker up their snowboards and skis, and autograph sessions featuring MTN DEW team athletes Danny Davis, Red Gerard and Julia Marino. Additionally, a new photo moment activation invites fans to share a photo from the DEW chairlift within the BASE CAMP for a chance to win a Copper season pass for the remainder of the 2021–22 season. Fans arriving at Copper in the 10 Mile Circle drop off zone will also be greeted with a DEW sampling station.

Toyota returns as the Official Mobility Partner with entitlement of the Superpipe and Adaptive snowboarding competitions, and will have a custom Slopestyle branded feature on-course. On-site, Toyota will activate at the Dew Tour Experience and feature the 4Runner, Corolla Cross and all-new Tundra. Fans can learn more about each vehicle while they enjoy free goodies, including 4Runner custom snow hoods, Corolla Cross custom zipper pulls and Tundra custom cookie faces.. Fans will have an opportunity to meet Team Toyota athletes on-site at special autograph signings in the Toyota Warming Lounge, complete with comfy sitting areas and a large TV screen to watch the Dew Tour action. Complimentary Toyota shuttles will also be provided around the town of Copper.

As Dew Tour's host resort and partner, **Copper Mountain** and **Woodward** will have a branded on-course Slopestyle feature and will be activating in the Dew Tour Experience area.

Returning partner **Circle K** will reprise its popular Wax & Relax Lounge, an area where fans can have their snowboard or skis waxed while they wait and explore everything the Dew Tour Experience has to offer.

Safeway is Dew Tour's Official Grocery Partner. Its onsite activation includes interactive fan engagement with a chance to win prizes each day at its booth.

Diageo Brands' **Smirnoff Vodka**, **Bulleit Bourbon** and **Don Julio Tequila** will be offering product sampling and specialty cocktails within the Dew Tour Experience festival village.

ROXY has joined Dew Tour as its official Winter Dew Tour Outerwear Partner. The sponsorship includes an onsite activation booth featuring a photo booth, warming lounge, giveaways and an opportunity for fans to check out the latest in women's outerwear.

New Dew Tour partner **United States Space Force** will engage with on-site fans about the newest branch of the U.S. Armed Services. The United States Space Force will also host the Space Force Lounge VIP area at Superpipe. Additionally, fans onsite and tuning in globally will be able to see the jaw-dropping heights reached by Dew Tour athletes via the Space Force Height Meter LED tower positioned on the deck of the Superpipe.

Dew Tour's creative partner **Lincoln Design Co.** will offer limited edition Winter Dew Tour 2021 screen printed posters.

Nonprofit action sports based partners will activate onsite, including **Boarding For Breast Center (B4BC)**, **Save A Brain**, **Beyond The Boundaries**, as well as Colorado-based **Strap in for Life** and **Mountain Vibez**.

Winter Dew Tour will be livestreamed in its entirety on DewTour.com, Facebook Live, YouTube and other major platforms for a total of 25+ hours of LIVE video. Additionally, two separate highlight shows featuring Winter Dew Tour at Copper will air on NBC on December 26 at 4 pm and 5 pm ET. Stay updated at [DewTour.com](https://www.dewtour.com) and on Facebook, Twitter, Instagram, TikTok and YouTube by following @DewTour.

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