



FOR IMMEDIATE RELEASE

**DEW TOUR DEBUTS WORLD PARA SNOWBOARD
ADAPTIVE SNOWBOARD COMPETITION PRESENTED BY TOYOTA**

***Second Consecutive Year of Adaptive Snowboarding at Winter Dew Tour | U.S. Paralympic Medalist
Amy Purdy Scheduled to Compete***

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November 16, 2017 (Carlsbad, Calif.) -- Mountain Dew[®] and TEN: The Enthusiast Network announced today that for the first time, a men's and women's World Para Snowboard (WPSB) sanctioned Nor Am snowboarding competition will be added to the Winter Dew Tour at Breckenridge Ski Resort, Colo., December 14-17. Dew Tour's WPSB competition, presented by Toyota and in partnership with World Para Snowboard and Adaptive Action Sports and the U.S. Paralympic Association will take place on Friday, December 15 as part of the annual ski and snowboard competition and festival. Already confirmed to compete is Toyota's star adaptive snowboarding athlete and U.S. Paralympic Bronze medalist Amy Purdy. WPSB and Adaptive Action Sports, the action sports organization co-founded by Purdy and her husband Daniel Gale, have teamed up with Dew Tour to serve as the sport organizers of the competition. Last year marked the first time adaptive snowboarding was featured at Winter Dew Tour.

"I am so thrilled that we will be heading into our second year of the Dew Tour," said Purdy. "I was not able to compete last year due to injury, but I will be there this year to compete along side all the amazing athletes on the adaptive circuit. We continue to partner with Toyota in so many ways that have helped to grow and elevate our sport. Toyota has provided ongoing support and exposure for the world to see what is possible and I am so proud to be a Team Toyota athlete."

"We are honored to collaborate with partners Toyota, WPSB, Adaptive Action Sports and Breckenridge to hold our second year of adaptive competition at Dew Tour," said Adam Cozens, Vice President and GM of Dew Tour. "Last year's competition was inspiring and intense as the athletes battled in snowy conditions on the course. Veteran Dew Tour athletes and fans enthusiastically embraced the addition to the event. We're excited that the stakes take on a larger global stance this year with the event serving as a Nor Am and we can't wait to see these amazing athletes in their element at Dew Tour."

Dew Tour's World Para Snowboard Nor Am competition presented by Toyota will bring more than 30 of the best WPSB snowboarding athletes in the world to Breckenridge to compete individually in a banked slalom course designed specifically for this competition in an effort to gain valuable Paralympic qualifying points. Finals will take place on Friday, December 15 at 10 am MT; the format will consist of three runs with the best run counting for the final ranking. For fans tuning in to dewtour.com, coverage of the competition will be livestreamed on the webcast.

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The 2017 Winter Dew Tour will serve as a U.S. Ski & Snowboard Olympic qualifying event for men's and women's halfpipe and slopestyle snowboarding and skiing competitions. It will also host the signature Team Challenge and Streetstyle competitions and a calendar of fan-based activities, as part of TEN and Mountain Dew's commitment to further style and creativity in action sports. All Dew Tour competitions and fan zones - both on and off-mountain - are free and open to the public. The full calendar of events can be found [HERE](#).

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

Apply for media credentials to the winter Dew Tour [here](#).

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, TEN: The Enthusiast Network became the official strategic partner to lead content production, execution and event staging for the Dew Tour. Working in close collaboration with TEN'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 TEN's digital network, Dew Tour's summer and winter events will be broadcast on NBC.

About TEN: The Enthusiast Network

TEN: The Enthusiast Network is the world's premier network of enthusiast brands, such as SURFER, TRANSWORLD SKATEBOARDING, GRINDTV, SOUND & VISION and SHUTTERBUG. With the world's largest action/adventure sports media platform, 38 publications, 30 annual events and more than 20 iconic brands representing the best of action/outdoor and home technology, TEN inspires enthusiasts to pursue their passions. For more information, visit enthusiastnetwork.com.

About World Para Snowboard

The International Paralympic Committee (IPC) is the global governing body of the Paralympic Movement. The IPC supervises the organisation of the Summer and Winter Paralympic Games, and serves as the International Federation for ten sports, for which it oversees and coordinates the World Championships and other competitions, including Para snowboard.

About Adaptive Action Sports

Adaptive Action Sports, a groundbreaking nonprofit founded in 2005, creates snowboard, skateboard and other action sport camps, events and programs for youth, young adults and wounded Veterans living with permanent physical disabilities, TBI and PTSD. AAS is based out of Copper Mountain, Colorado and serves adaptive individuals from around the country.

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