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DEW TOUR ANNOUNCES PRIMARY PARTNERS FOR 2018 WINTER DEW TOUR IN BRECKENRIDGE, COLO. DECEMBER 13-16

(Carlsbad, Calif.) December 11, 2018 -- Today, [TEN: The Enthusiast Network](#) announced its primary partners for Winter Dew Tour FREE snowboard and freeskiing competition and festival to be held this weekend in Breckenridge, Colo. December 13-16. **MTN DEW®** returns as the presenting partner, along with lead partners **Toyota, STANLEY and Circle K** and **Breckenridge**, and new partners **Vero, XBOX Game Pass** and **Nikita | Bonfire**, all of whom will offer on-site activations to enhance the consumer experience at Dew Tour.

The four-day celebration of freeskiing, snowboarding, music and action sports culture offers a calendar full of fan-based activities featuring partners and local organizations located at the Dew Tour Experience, will take place at the base of the Breckenridge's Peak 8 as well as at the Dew Tour Base Camp in downtown Breckenridge.

More than 100 athletes representing 14 different countries will compete at Dew Tour in individual men's and women's ski and snowboard Modified Superpipe and Slopestyle; men's and women's Adaptive Snowboard Banked Slalom; men's and women's ski and snowboard Streetstyle; and the Team Challenge. The athlete roster is stacked with Pyeongchang Olympians, including 33 medalists combined from both the Olympics and Paralympics.

MTN DEW®, the founding and presenting partner of Dew Tour since its inception in 2005, will showcase various activations including sampling Dew products both in the town of Breckenridge and on-mountain. MTN DEW® will engage with fans through unique stations to create custom gear in collaboration with Dew Tour artist Luke Pelletier including: chain stitching patches, beanie sew station, a photo booth and poster stamping. Additionally, fans can meet and receive autographs from MTN DEW® snowboarders Danny Davis, Red Gerard and Julia Marino on Saturday, Dec. 15 from 12:30 p.m.-1:30 p.m.

Toyota returns as the Official Mobility Partner with entitlement of the Modified Superpipe and Adaptive snowboarding competitions and will have a custom Slopestyle branded feature on-course. On-site, Toyota will activate both on-mountain at the Dew Tour Experience and in town at the Dew Tour Base Camp to highlight their vehicles – including the new snow-capable Prius All-Wheel Drive-e. Fans will also have an opportunity to meet Team Toyota athletes on-site, as well as take some runs down the mountain with them! Certain athletes will also be featured in the returning Beyond the Bib digital series, giving a glimpse into the life of some of the world's best. Also returning is Toyota's complimentary in-town shuttle service, a much-anticipated staple feature offered at annual Dew Tour events.

STANLEY returns to Dew Tour as the Official Hand Tool partner and will have a snowboard / ski tuning station on-site at the Dew Tour Experience. They will present the Behind the Build feature of the Dew Tour course (available to view at DewTour.com) and will have a custom STANLEY feature on the Slopestyle course.

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Returning partner **Circle K** will celebrate its presence at Dew Tour with a custom ice luge, which will be located at the Dew Tour Base Camp in downtown Breckenridge.

New partner **XBOX Game Pass** will have a custom hot chocolate station and will feature their monthly Game Pass subscription service. XBOX Game Pass will also host gaming lounges in the VIP and Athlete Hospitality Tower as well as at the Riders' Poll and Powder Awards to give fans an opportunity to try out the games available through the subscription.

As Dew Tour's 11-year host resort, **Breckenridge** will have a branded on-course Slopestyle feature that will have a Breck wall ride.

Another new partner, **Vero – True Social**, is a fast-growing, ad-free social app that allows users to control and curate the content they share and consume. In addition to learning more about the app, fans will enjoy the free WIFI Vero will provide on-mountain at the Dew Tour Experience. Vero will also present *Moments of Truth*, an inside look at the Dew Tour weekend experience through the lens of a Dew Tour athlete and Dew Tour content creator, which will be available exclusively on the Dew Tour channel on Vero. Download the app for a free for a limited time: <https://get.vero.co/vero>.

After a successful summer partnership at Dew Tour in Long Beach, Calif., clothing brands **Nikita** and **Bonfire** join the event as the Official Outerwear Providers of Dew Tour. The brands will be outfitting the Dew Tour broadcast talent team as well as the Dew Tour crew during the event. Nikita will also host the first ever *G.W.R. (Girls Who Ride) by Nikita* female Streetstyle amateur ski and snowboard competition on Saturday, Dec. 15 at 3 p.m. in downtown Breckenridge.

All competitions and fan zones - both on and off-mountain - are FREE and open to the public. The Saturday evening concert featuring The Motet and upgraded Dew Tour VIP packages are ticketed options. The full schedule with information on ticketed events can be found [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 to celebrate competition, culture and creators.

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 [MTN 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 summer and winter events are telecast on NBC.

About Breckenridge Ski Resort

Breckenridge Ski Resort boasts five huge peaks, 2,908 acres, four terrain parks, a 22 foot Superpipe, 11 bowls, North America's highest chairlift and some of the country's best High Alpine terrain. Situated above a historic mining town, Breck is a vibrant mountain community with a contagious energy that fuels discovery and passion for life.

More Information:

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

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