

VERTFEST 2010 RECAP



► **BENEFITING FRIENDS OF THE AVALANCHE CENTER / FOAC/ - NWAC**
<http://www.nwac.us/> | <http://www.nwac.us/about/mission/> | <http://www.nwac.us/about/mission/foac/>

EVENT OVERVIEW

VertFest is a celebration of human powered adventure in the Cascade Mountains of Washington. It is a chance to gather with our community of like-minded adventurers who love a challenge and an opportunity to spend the day together on the snow. It's about getting some vertical under our hard working legs, feeling the pull of gravity, and celebrating the culture of backcountry adventure. This is something we like to call VertiCulture. Whatever you choose to strap to your feet, whatever your pace, VertFest is a great excuse to have fun.

For four years, we've been celebrating VertFest. Our original goals were twofold and continue this year as well. First: to support the Friends of the Northwest Weather and Avalanche Center (<http://www.nwac.us/>). This amazing group provides essential information we all need to be safe on our backcountry adventures, supporting our active lifestyles in the mountains. Second, to get this community of fun-loving, adventurous, and, (we admit this about our selves) quirky outdoors folks together to simply have a good time and put a smile on all

of our faces. Sure, we all love a little competition, but mostly, we want to get out together to share our love of the vert. If you're national champ or if this will be your first time skinning up, we want to see you smiling at this event!

EVENT HISTORY

OVER \$21,800.00 RAISED FOR NWAC
OVER THE LAST 4 YEARS

4TH ANNUAL OUTDOOR RESEARCH
VERTFEST: 3/6/2010

ALPENTAL, SNOQUALMIE PASS, WA

2010 EVENT DETAILS

104
COMPETITORS

4100
VERTICAL FEET /
TWO LAP RACE

2280
VERTICAL FEET /
ONE LAP RACE

6858.40
\$ RAISED FOR NWAC

1550.00
\$ CASH PRIZES



"THIS EVENT ROCKS, KEEP IT GOING"



COVERAGE ▼

OUTDOOR RESEARCH

<http://www.outdoorresearch.com/site/culture/vertfest.html>

TURNS ALL YEAR / 2580 views as of 3.18.10

http://www.turns-allyear.com/skiing_snowboarding/trip_reports/index.php?topic=15469.0

CASCADE CLIMBERS / 302 views as of 3.18.10

http://cascadeclimbers.com/forum/ubbthreads.php/forums/34/2/Events_Forum

TELEMARKTALK.COM / 160 views as of 3.18.10

<http://www.telemarktalk.com/phpBB/viewforum.php?f=6>

SPLITBOARD.COM / 109 views as of 3.18.10

<http://splitboard.com/talk/viewtopic.php?f=7&t=8360>

NWHIKERS.COM / 131 views as of 3.18.10

<http://www.nwhikers.net/forums/search.php>

OFF PISTEMAG.COM

<http://www.offpistemag.com/permalink.asp?id=422>

WILDSNOW.COM

<http://www.wildsnow.com/2721/vertfest-2010-race-recap/>

THE SKI JOURNAL

<http://www.theskijournal.com/news/2010/02/09/alpental-vertfest-2010>

OSPREY BLOG

<http://blog.ospreypacks.com/?s=vertfest>

SNOWTROOPERS VIDEO

<http://thesnowtroopers.com/page/3/>



SURVEY RESULTS

81.4%

VERY LIKELY TO ATTEND
VERTFEST 2011

95.2%

MET OR EXCEEDED
EXPECTATIONS

SURVEY QUOTES

“VertFest is a great way to build a ski community and promote safety”

“As a first time participant, I thought it was an awesome event”



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