



# 2011 EVENT RECAP

Five solid years!

Over the past five years Vertfest has become a foundation for the Pacific Northwest backcountry ski community. Vertfest offers an opportunity for beginners, adventurers and seasoned-pros alike to join together, challenge themselves and celebrate their community with a weekend of events. Building on the success of years past, a challenging course and a legendary awards program, we successfully

upped the ante this year by adding clinics, demos and a movie night over the course of two days. Participation was up, spirits were high and the weather was on our side! Of particular note this year was the show of love and support for a lost friend, partner and companion in the backcountry community. Shortly before Vertfest weekend, the backcountry community lost one of its own; Monika Johnson was a strong skier and a consistent winner of the Women's Elite race. The

show of support from the community was, to say the least, amazing. This was a true testament to the fact that there is something more that bonds the backcountry community who make time to escape a dawn patrol, a day tour or a multi day traverse. We do it because it's fun, yes, but there is something more there.

Whether you choose to strap a board or skis to your feet, Vertfest offers a great excuse to have some fun and celebrate backcountry adventure.



*"Thanks everyone. What a kick ass event. It was so good to have the community together" - Fitz Cahall/Participant*

**COVERAGE ▼**

**OUTDOOR RESEARCH**

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

**OSPREY BLOG**

<http://blog.ospreypacks.com/?p=5344>

**SKIINGMAG.COM**

<http://www.skinet.com/skiing/photo-gallery/ski-photography-pointers-grant-gunderson>

**EVO BLOG**

<http://culture.evo.com/2011/02/5th-annual-vertfest-recap/>

**JASON HUMMEL PHOTOGRAPHY**

<http://www.facebook.com/pages/Jason-Hummel-Photography/263091828407>



**2011 EVENT DETAILS ▼**

**122**  
COMPETITORS

**30+**  
CLINIC PARTICIPANTS /  
ACROSS 7 CLINICS

**>100**  
FILM FESTIVAL ATTENDEES  
[backcountryfilmfestival.org/bcff/index.php](http://backcountryfilmfestival.org/bcff/index.php)

**>\$10,000**  
\$ RAISED FOR NWAC

**>90**  
DEMO PARTICIPANTS

**IMPACT ▼**

**61,500 FACEBOOK IMPRESSIONS**  
OVER THE COURSE OF 3 MONTHS

**500 FANS**  
OVER THE COURSE OF 3 MONTHS

**50+ INDEPENDENT WALL POSTS**

**CLICK THROUGH RATE (CTR)**  
.31%

**COMMENTS/LIKES/OTHER**  
.31% FOR ALL VERTFEST POSTINGS



*"I heart VertFest! Thanks for celebrating Monika yesterday. What a great community! I will be back next year for the Monika Johnson Memorial Randonee Rally!!" - Ellen Parker/Participant*



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