



Liquid Aloha.

FOR IMMEDIATE RELEASE

Media Contact and Credentials:
Sally Murdoch King,
503.735.5943
sally@sallymurdoch.com

**GET READY FOR THE 4TH ANNUAL SNO-KONA POND SKIM AT
MT. HOOD MEADOWS HAPPENING SATURDAY APRIL 24, 2010**

Skiers and snowboarders, get ready to launch yourself across 90 feet of frigid water at the 4th annual **Sno-Kona Pond Skim**, where you could win a free trip for two to Hawaii.

Brought to you by **Kona Brewing Company**, the Sno-Kona Pond Skim takes place Saturday April 24 at **Mt. Hood Meadows** with festivities kicking into high gear from 9 am to 4pm. The day will be jam-packed with live music, Polynesian décor, leis and other giveaways, many on-snow high jinks and of course, plentiful Kona beer sampling. The tension builds throughout the day with all contestants vying for the grand prize of a trip for two to Oahu, including round trip airfare and hotel, courtesy of **All About Hawaii**.

Registration will open in early April at the Mt. Hood Meadows site (www.skihood.com). The field is limited to 100 competitors who will take a qualifying run, and if they make it across the pond they'll advance to the skim-offs. All competitors must be 21 or over.

The Pond Skim's local celebrity judges will include weather and all-around outdoors guru Matt Zaffino from KGW-TV, 105.9 The Brew afternoon radio personality Bozyk and 94.7 KNRK's Squid. Judging will be based on: Best skimming style, Best costume, Best impression made by a woman, and Best showmanship comprised of Best costume and Best crowd reaction while skimming the pond. With grand prize winners nabbing the trip to Hawaii, second place will receive a Kona prize pack that includes two beach chairs, a skimboard, a backpack cooler, Kona Brewing beach towel, and a set of 12 Kona

Brewing glasses. Third place winner will be treated to a \$50 gift certificate from Bamboo Grove.

“Last year we had a record amount of participants and everyone had an incredible time,” said Dave Tragethon, executive director of communications for Mt. Hood Meadows.

“2009 was also the loudest year to date with the crowd really supporting the contestants trying to win that grand prize trip to Hawaii and everyone made the best of a crazy weather day. No matter what, the Pond Skim is memorable for all of us!”

Cost to participate in the Pond Skim is \$25 per entrant, which includes a complimentary Kona Brewing beach towel. Day of registration will open up if spots are available, and the event date will be changed to Sunday April 25th in the case of inclement weather. For more information, please visit www.konabrewingco.com

Kona Brewing Company was started in the spring of 1994 by a father and son team that had a dream to create fresh, local island brews made with spirit, passion and quality. It is a Hawaii-born and Hawaii-based craft brewery that prides itself on brewing the freshest beer of exceptional quality, closest to market. This helps to minimize its carbon footprint by reducing shipping of raw materials, finished beer and wasteful packaging materials. Recently Kona announced the installation of a 229 kW solar energy generating system at its Kailua-Kona brewery and pub on Hawaii's Big Island. The company is headquartered where it began, in Kailua-Kona on Hawaii's Big Island. It has grown into Hawaii's largest brewery, has three restaurant sites in Hawaii and beer distribution reaching 28 states and Japan. The brewery was named the fastest growing top-50 craft brewing company in the country based on 2008 sales figures. It posted 19.8 percent year over year growth in 2009. For more information call 808-334-BREW or visit www.KonaBrewingCo.com.

* * *