



Bob Aamodt, Inc. Vertical Challenge Fast Facts

- 2010 is the third annual Bob Aamodt, Inc. Vertical Challenge. It was created in 2008 as a winter fundraiser for the Trapper Trails Council of the Boy Scouts of America.
- Bob Aamodt, a financial solutions coach and owner of Bob Aamodt, Inc. (read the financial disclaimer at BobAamodt.com), is an avid skier and supporter of Scouting. The Vertical Challenge combines Aamodt's love of skiing and Scouting, and is presented annually by his company and various other sponsors.
- Created as the winter version of a golf tournament fundraiser for Scouting, the Bob Aamodt, Inc. Vertical Challenge brings skiers and snowboarders together for a day of fun, food and camaraderie as everyone works to ski or snowboard as many vertical feet as possible.
- The 2010 Vertical Challenge plans to set world records in three categories. The event will set world records in the most vertical feet skied and snowboarded in six hours by an individual, a team of four and as a group. Even recreational skiers can participate to lay claim on the group world record.
- Individuals can participate for \$150 and teams of four for \$600. Snowbasin season pass holders can participate for \$105 and students of grade and graduate schools can participate for \$95 if they don't have a Snowbasin ski pass or \$50 if they already have a Snowbasin ski pass.
- Participants receive access to the slopes via the Wildcat Triple lift — reserved during the event only for the Vertical Challenge, a gift bag, lunch voucher, hooded sweatshirt and other sponsor swag, eligibility for door prizes and a fun day with friends and associates skiing and snowboarding while supporting Scouting.
- Corporate teams and sponsorships are encouraged.
- Registration, sponsorship, rules and additional information is available at:
BobsVerticalChallenge.org
- Contact Bob Aamodt, Inc. at 801.447.4200 for more information.





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Bob Aamodt, Inc. Vertical Challenge Event Background

The Bob Aamodt, Inc. Vertical Challenge is a wintertime fundraiser for the Boy Scouts of America Trapper Trails Council.



Held each February since 2008, the event welcomes ski and snowboard enthusiasts willing to spend a day on the slopes at Snowbasin. Individuals and teams see how many vertical feet they can accumulate during the event, competing for recognition in the awards ceremony at the conclusion.

Participants pay \$150 each to ski or snowboard in support of the Boy Scouts. Sponsors also contribute money and in-kind donations which make for sought-after gift bags and door prizes. The event includes a welcome meeting, skiing and snowboarding from 9 a.m. to 3 p.m., lunch and an awards ceremony at 4 p.m.

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Participants receive access to the Snowbasin slopes via the Wildcat Triple lift — reserved during the event only for the Vertical Challenge, a gift bag, lunch voucher, hooded sweatshirt and other sponsor swag, as well as eligibility for door prizes.

Corporate teams and sponsorships are encouraged.

The Bob Aamodt, Inc. Vertical Challenge brings skiers and snowboarders together for a day of fun, food and camaraderie as everyone works to ski or snowboard as many vertical feet as possible while supporting the Scouting cause.

Registration, sponsorship, rules and additional information is available at **BobsVerticalChallenge.org**.

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