



FOR IMMEDIATE RELEASE

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## REGISTRATION OPENS FOR THE 6<sup>TH</sup> ANNUAL SNO-KONA POND SKIM

*April 12, 2012, Portland, OR* — Registration is filling fast on the [Mt. Hood Meadows site](#) for skiers and snowboarders who plan to skim across 90 feet of frigid water at the 6<sup>th</sup> annual **Sno-Kona Pond Skim** on Saturday, April 28, 2012. Presented by **Kona Brewing Company**, the Sno-Kona Pond Skim takes place at **Mt. Hood Meadows**. Preregistered competitors must check-in at Mt. Hood Meadows between 8:30 - 9:30 am the morning of the event, with skimming starting at 10:30 am. The day will be jam-packed with festivities including live music, free prize raffles, lots of Kona giveaways, entertainment courtesy of courageous pond skimmers, and of course, plenty of Liquid Aloha from Kona Brewing. A fashion show production by Jillian Rabe returns this year, featuring models in locally owned KEEN footwear and Popina Swimwear products.

Tension builds throughout the day with all skimming contestants vying for the grand prize of a trip for two to Hawaii, including round trip airfare and lodging courtesy of **All About Hawaii**. An additional \$1,800 travel voucher will be drawn and presented to one lucky spectator at approximately 2:15 pm on Saturday, April 28, and the winner must be present at the drawing to win. People may enter daily, now through the event at Mt. Hood Meadows' main lodge. No purchase to register and one entry per person per day. Mt. Hood Meadows employees are not eligible for this drawing, but are welcome to participate in the Pond Skim for a chance to win prizes.

The field is limited to 100 competitors, 21 and over, who will take a qualifying run, and if they make it across the pond they'll advance to the finals. Media judges at the

event will include weather guru Matt Zaffino from KGW-TV, 105.9 The Brew afternoon radio personality Bozyk and 94-7's Squid. Scoring is slightly different this year, where skimmers can receive a maximum of 30 points, and will be judged on the following three criteria during the final round:

Making it across the 2nd time - 10 points

Costume - 10 points (scale of 1-10)

Style and Crowd Response - 10 points (scale of 1-10)

Cost to participate in the Sno-Kona Pond Skim is \$30 and includes a complimentary Kona Brewing beach towel and celebratory Kona beer following participation in the event. Day-of registration may open up if spots are available for \$40, and the event date will be changed to Sunday, April 29 in the case of inclement weather.

### **About Kona Brewing**

*Kona Brewing Company was started in the spring of 1994 by father and son team Cameron Healy and Spoon Khalsa, who 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. The brewery 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 31 states and Japan. It is the 13th largest craft brewery in the country. For more information call 808-334-BREW or [www.KonaBrewingCo.com](http://www.KonaBrewingCo.com).*

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