



FURTHERING A TRADITION OF GRASSROOTS GIVING

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**P. O. Box 29608**  
**San Francisco, Ca 94129**  
**Tel: (415) 561-3134**  
**Fax: (415) 561-3136**  
**www.rexfoundation.org**  
**Federal Tax ID 68-0033257**

FOR IMMEDIATE RELEASE

**Registration is Now Open for the 2nd Annual Fire on the Mountain Vertical Challenge: A Ski Race to Benefit the Rex Foundation at Squaw Valley on Friday, April 1, 2016**

**San Francisco, January 6, 2016** - The Rex Foundation is pleased to formally announce the 2nd Annual Fire on the Mountain Vertical Challenge ski race. The vertical challenge is not just a race, but a test of endurance and strategy, where successful teams will ski/ride in excess of 100,000 vertical feet. Once all compulsory runs are skied, racers can take their pick of lifts and terrain to rack up vertical and enjoy one of the finest mountains in the world. All proceeds will go to The Rex Foundation, a 501(c)3 organization, with 50% of donations being allocated to charities local to the Olympic Valley / Truckee area.

General admission tickets are on sale now through [EventBrite.com](http://EventBrite.com). The top 3 teams will receive prizes and will be announced from the main stage Friday night at the WinterWonderGrass Festival. Race registration includes a Friday Squaw Valley lift ticket, access to the Rex Foundation after-party at Bar One and a VIP pass to the Friday WinterWonderGrass Festival on-site at Squaw Valley.

**Event:** Fire on the Mountain Vertical Challenge at Squaw Valley: A Benefit for the Rex Foundation

**Location:** Bar One at Squaw Valley Resort, 1960 Squaw Valley Road, Olympic Valley, CA 96146

**Date:** Friday, April 1, 2016

**Tickets:**

Racers can register together as a team of four or individually and will be placed in a team. Early Bird discounted tickets are available through February 29<sup>th</sup> for \$1000 (team of four) or \$275 (individually), \$250 (Squaw Pass holder). A portion of ticket purchase is tax deductible.

**About Rex Foundation:** In the fall of 1983, the Rex Foundation was established as a non-profit charitable organization by members of the Grateful Dead, their friends, and families, to further the long-established tradition of generosity the band was well-known for. Supporting programs that might otherwise be overlooked by mainstream funders, The Rex Foundation offers unsolicited small grants, generally in the \$5,000 range, to organizations in the US and beyond who are doing innovative grassroots work in supporting the environment, education, arts for youth, social services, building community and other areas aligned with the Rex mission. Since 1984 the Rex Foundation has granted \$8.9 million to over 1,200 recipients.

**Media Contact:**

Theresa Hayle, Project Manager – 415-561-3134 – [info@refoundation.org](mailto:info@refoundation.org)