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PRESS RELEASE

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ROCKY MOUNTAIN VACATION RENTALS.COM PROMOTES UNITY BY HOSTING A GAY SKI WEEKEND IN VAIL

VAIL, Colo. - Rocky Mountain Vacation Rentals, a locally based company, will be hosting Vail Gay Ski Week event during the upcoming 2010 ski season to give the community a chance to show their support for the gay, lesbian, bisexual, and transgender community. By partnering with local shops, restaurants, and organizations, Rocky Mountain Vacation Rentals will give participants a genuine and fun-filled experience. Vail Gay Ski Week is slated to have winter and summer dates in 2010.

Vail Gay Ski Week has previously been unsupported, despite the success of nearby Aspen and Telluride's "Gay Ski Weeks". Rocky Mountain Vacation Rentals has been collaborating with the Roaring Fork Gay & Lesbian Community Fund, who has been working with the Aspen Gay Ski Week for many years. They will be working to support each other's efforts and ski weeks and are excited to expand the event in the future.

The 2010 Vail Gay Ski Week will include, but is not limited to, events such as ski days, après ski, after parties, drag competitions, and more. More details will be provided over the next few weeks.

The first Vail Gay Ski Week was hosted in the first week of February, 2007 by VailSkiVacations.com, which has changed its name to RockyMountainVacationRentals.com. Events included martini socials, ski days, a scavenger hunt, and offered discounts for participants. More sponsors are being sought this year, with the focus being to give back to the Vail Gay Community.

For more information on how to get involved, please contact Janyce Brandon at janyce.brandon@rmvrvail.com, and both may be reached at 970-477-1777.

For inquiries regarding Rocky Mountain Vacations Rentals, please contact Tommy Z. Hoffman, owner, at tzhoffman@rockymountainvacationrentals.com or James Bengala, Director of Sales and Operations, at james.bengala@rockymountainvacationrentals.com, and both may be reached by phone at 970-477-1777.

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