

# SPORTS SHORTS

## Celebrating The Sport Of Freestyle Skiing— Anything Goes

(NAPS)—Extreme skiing has come a long way since the “Hot-doggers” of the 1970s. Back then the most outrageous tricks were double backflips and back folds.



**This season, Kahlúa Halfpipe Jams will be bringing the sport of extreme skiing to the public.**

“Today, freestyle skiing means anything goes on the slopes,” says freestyle pro Seth Morrison. Skiers take off in huge jumps and attempt the coolest and cleanest tricks in the air before landing—single, double, even triple rotations, taking off and/or landing backward, you name it.

This season, Kahlúa, one of America’s leading spirits brands, brings the excitement and exhilaration of freestyle skiing to consumers with the Kahlúa Halfpipe Jams, January 12 to April 22. Amateurs and professionals alike will get the chance to exhibit their skills and get pointers from professional athletes by participating in halfpipe contests. Each jam will be preceded and followed by an “Anything Goes” party hosted by freestyle pro Glen Plake.

“Skiing is about passion and expressing yourself as an individual,” says Morrison. “Extreme skiers crave the excitement, the action and the exhilaration. Freestyle and freeskiing are trends that will get even hotter in the future. Skiers continue to create the most original and extreme combinations—the possibilities are endless.”

For additional information on the Kahlúa Halfpipe Jams visit [www.kahlua.com](http://www.kahlua.com).