

For Immediate Release

Zipflbob Prize Money Grows

DES MOINES - The first ever Zipflbob World Series Race will be held at Sleepy Hollow this Saturday, February 6th at 1 PM, and the first place prize money for the event has just increased from \$500 to \$750.

"We got a call from Hans Peter, the event organizer from Europe yesterday," said Max Kenkel, Marketing Coordinator for Sleepy Hollow and one of the organizers for the Des Moines Winter Games. "He was excited to announce that the top prize was continuing to grow."

The Zipflbob World Series makes it's first US stop at Sleepy Hollow, then continues on to Sunburst Mountain in Wisconsin for a second race next weekend.

"It sounds like this event is going to quickly grow to a mainstream sport," said Kenkel. "Already there is talk of being included in the Winter X Games next year, and holding a show event at the 2014 Winter Olympics."

"This would be quite a coup for Des Moines. Obviously it's a ways off, but if this event is successful, there is every chance Des Moines could be holding an Olympic qualifying event for a winter sport within seven years."

The event is free to spectators. Anyone is welcome to participate in the World Series Race at 1:00 on Saturday. Participants will be able to try their hand against the current world champion, Paul Steinbach. Entry fee for the race is \$15.

For more information on how to register for the Des Moines Winter Games, please visit www.dmwintergames.com or call 515.248.6310.