

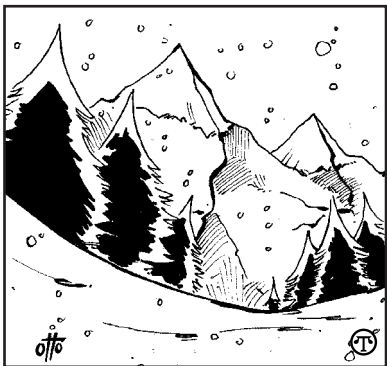
SKIING

FACTS & FANCIES



Cool Ideas

(NAPSA)—This season, one of America's leading spirits brands, brings the excitement and exhilaration of extreme skiing to top ski resorts with the Kahlúa Halfpipe Jams. Extreme skiing has come a long way since the 1970s. Today, skiers take off in huge jumps and attempt amazing tricks in the air before landing.



For a third consecutive year, Kahlúa Halfpipe Jams will visit eight ski resorts, coast-to-coast, from December 21 to March 9. Amateurs and professionals alike will get the chance to exhibit their skills and get pointers from a legend in free-style skiing, Mike Atkinson. Atkinson will judge the Halfpipe contests at each ski resort. Prior to the contest, Kahlúa will host a free halfpipe clinic to provide pointers for those who need a little extra help.

Kahlúa Villages will be set up at the base of the mountain at each ski stop. The villages will feature music, video games, movies and more. In addition, each Jam will be preceded and followed by an "Anything Goes" bar party hosted by Mike Atkinson and will feature raffles, awards and athlete autograph signings.

For additional information on the Kahlúa Halfpipe Jams visit www.kahlua.com.