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FOR IMMEDIATE RELEASE

**UTAH WINTER GAMES
ANNOUNCES KUTV-TV AS PRIMARY SPONSOR**

Park City, UT (May 17, 2007) -- The Utah Winter Games are proud to announce that KUTV-TV, Channel 2, will be the main sponsor of the Games for the 2007-2008 season. Executive Director Heidi Hughes says the entire UGW family is extremely pleased and looks forward to a particularly rewarding relationship.

KUTV was enthusiastic about getting involved with America's oldest and largest state winter games because it already has a strong presence in community programs which involve health and fitness. Not only do they have a contract with the Utah Department of Health to produce material for state programs, but the Bureau of Health Promotion has an employee specifically designated to work with KUTV on projects. For example, in that capacity, KUTV news anchor and former professional volleyball player Mary Nickles is the spokesperson for the state's successful Check Your Health program. Even Chief Meteorologist Roland Steadham is this year's winner of the Ski Utah Excellence in Journalism Award for his long-standing commitment to skiing. But there's a lot more.

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The KUTV website has an extensive section devoted to all the programs the Channel 2 community already has in operation. Practically everyone has heard of such programs as Check Your Health, Eat Healthy/ Be Active, Healthy Living, and Workouts on the Web. This is a TV company which is committed to good health, and they don't just talk about it, they live it.

Last winter, the Utah Winter Games not only ran a record number of competitions and learning clinics in more winter sports than are in the Olympics, but they also launched a major winter health program called WinterFit. WinterFit is based on an Iowa model for summer exercise which now attracts over 33-thousand people after only five years of operation, and Games officials are certain that Utah can do even better. It's an entry level team competition program whose purpose is to encourage Utahns to get off the couch in the winter and go outdoors to do something healthy. For WinterFit competitions, almost anything involving exercise counts from walking up stairs instead of taking the elevator to parking at the far end of a parking lot in order to walk further to building a snowman to the high aerobics of cross-country skiing.

As a result, many people who started with WinterFit moved on to take Utah Winter Games learning clinics in specific sports and ended up discovering what some of their neighbors already know. There's a lot of winter in Utah and rather than hide from it, you can go out and enjoy it. Channel 2 emphatically shares that goal.

This two-tiered approach to winter sports proved especially appealing to KUTV with its long-time focus on health and fitness. Northern Utah has roughly five months of snow in the valleys, and the average person gains four pounds during those months. However, the average WinterFit participant lost four pounds. That put them eight pounds ahead of their sedentary friends. With that kind of success to build on, KUTV says it's ready to hit the ground running.

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We all already have heard the message that exercise is important, but for many people, there's a huge disconnect between that knowledge and action, especially when it comes to winter. KUTV and the Utah Winter Games intend to lead the way to provide as many opportunities as possible for people to take that crucial first step toward better health, better fitness, and a better life.

The new and dynamic partnership means that more Utahns than ever will be heading out this coming winter to enjoy first hand The Greatest Snow on Earth, The Fastest Ice on Earth, and the friendliest winter sports enthusiasts on Earth.

The Utah Winter Games are the oldest and biggest amateur winter sports event in the country. They continue the legacy of 2002 in Utah by making it possible for large numbers of people of all skill levels to have a wonderful time with winter sports.

The Utah Winter Games: All Ages, All Abilities, Always Fun.

For more information on the Utah Winter Games, please contact Christa Graff at 435-640-7921 or christa@graffpr.com or visit the Utah Winter Games web site at www.utahwintergames.org.

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