



NEWS RELEASE

GoPro Mountain Games Outdoor Festival Set to Kick off Summer in Picturesque Vail, Colorado

4/9/2024

The Four-Day Celebration Offers Athletic Events for Professionals, Weekend Warriors and Kids, Plus Art, Music and Gear Demonstrations Throughout Vail Village

SAN MATEO, Calif., April 9, 2024 /PRNewswire/ -- The GoPro Mountain Games outdoor festival is set to kick off summer in Vail, Colorado this June 6 – 9. Hosted by the Vail Valley Foundation (VVF), GoPro Mountain Games has grown into an internationally recognized outdoor event that draws thousands of spectators and athletes—ranging from seasoned pros to weekend warriors, kids and dogs. The event is now one of North America's largest celebrations of adventure sports and outdoor lifestyle.





"The GoPro Mountain Games are such an awesome way to kick off summer in the mountains, whether you're competing in the events, strolling around the village or taking in the evening concerts," says Rick Loughery, GoPro's Vice President of Global Marketing and Communications. "And GoPro's cameras and software are the perfect solutions to capture and share these experiences."

"The GoPro stoke from the event attendees is unmatched and we're excited to continue working with VVF in the years to come," Loughery adds.

From GoPros mounted on kayakers plunging down Gore Creek to the madness of the mud runs or getting a pup's eye view from spectator-favorite Dock Dogs, there is no shortage of opportunities to capture amazing moments.

GoPro first joined Mountain Games in 2010, and at that time, the event brought in around 37,000 spectators and 2,600 athletes. In 2013, GoPro took on the role of title sponsor. Today, the event now draws more than 90,000 spectators and over 4,000 athletes in 30+ competitions across 11 disciplines. Spectators can also tune into event recaps from afar hosted by VVF media partners.

"GoPro is an exceptional partner for this event and has been instrumental in the continued growth of the Mountain Games," said Dave Dressman, GoPro Mountain Games Event Director for VVF. "Over the last 15+ years, GoPro has enabled us to capture and share the thrill of Mountain Games from an entirely unique, immersive perspective to help promote the mission of the games: bringing mountain action sports to the community whether you're a pro or not."

Register at MountainGames.com to participate. And be sure visit the GoPro team at our tent in the heart of the GoPro Mountain Games Gear Town. We'll be on hand to answer customer questions, swap out spare batteries, loan cameras, host daily giveaways and offer exclusive promo pricing during the games. You can also follow along on GoPro [social channels](#).

About GoPro, Inc. (NASDAQ: GPRO)

GoPro helps the world capture and share itself in immersive and exciting ways.

GoPro has been recognized as an employer of choice by both [Outside Magazine](#) and [US News & World Report](#) for being among the best places to work. Open roles can be found on our [careers page](#). For more information, visit GoPro.com.

Connect with GoPro on **Facebook, Instagram, LinkedIn, TikTok, X, YouTube**, and GoPro's blog, **The Current**. GoPro customers can submit their photos and videos to **GoPro Awards** for an opportunity to be featured on GoPro's social channels and receive gear and cash awards. Members of the press can access official logos and imagery on our **press portal**.

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About the GoPro Mountain Games

Each June the GoPro Mountain Games event brings athletes, art, music and mountains together in Vail, Colorado, to create the best all-around mountain experience available anywhere in the world.

Founded in 2002, the family-friendly event sits at the intersection of adventure sports, music, art and the outdoor industry. The event is hosted by the Vail Valley Foundation, in partnership with GoPro, Town of Vail, CELSIUS Energy, adidas Terrex, Nature Valley, Vail Resorts, GMC, Isopure, Optimum Nutrition, Pacifico, Polaris, Purina Pro Plan, Mountain House, Tincup Mountain Whiskey, and other partners. For more information about the Mountain Games, visit **www.mountaingames.com**.

About the Vail Valley Foundation

The Vail Valley Foundation is a 501c3 Colorado nonprofit corporation with a mission to provide leadership in arts, athletics and education, and address community needs to enhance our valley as a place to live, work and visit.

The organization's work in education is through YouthPower365, a 501c3 Colorado nonprofit organization. From early childhood to college and career, YouthPower365 provides programs to help youth reach their full potential and support youth and families every step of the way. The Vail Valley Foundation also provides the Vail Valley with several of its most treasured annual events, such as the GoPro Mountain Games, the Birds of Prey Audi FIS Ski World Cup races, the Vail Dance Festival, and the Hot Summer Nights and ShowDown Town free concert series'. The Vail Valley Foundation also manages and operates two performing arts centers, the Vilar Performing Arts Center in Beaver Creek Village and the Gerald R. Ford Amphitheater in Vail, providing more than 150 Broadway, dance, comedy, classical, rock, pop, jazz, community and family events per year.

Vail Valley Foundation activities and events are in part made possible by cornerstone partners: Town of Vail, Vail Resorts, Beaver Creek Resort Company, GMC, GoPro, Nature Valley, Constellation Brands, CELSIUS Energy, TINCUP Whiskey, and Slifer Smith & Frampton Real Estate.

To learn more about the Vail Valley Foundation visit **vvf.org**.

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