



## **FOR IMMEDIATE RELEASE**

### **X-Games Sport Plows Into Lake Geneva...**

#### **SEASON-ENDING SNOCROSS CHAMPIONSHIPS**

#### **SOAR INTO LAKE GENEVA MARCH 19-21**

**LAKE GENEVA, WI – February 24, 2010** – File this one in the “You’ve got to see it to believe it” category of motorsports.

The top professional snowmobile racers on the planet will invade Grand Geneva Resort & Spa in Lake Geneva March 19-21 to compete in the season-ending Nielsen Grand Finale of the AMSOIL Championship Snocross Series.

Year-end championships will be on the line as racers take to the snow one last time and attempt to capture a spot atop the national Snocross podium. Show up and witness the world’s best snowmobile riders competing side-by-side on what is dubbed by many the “best Snocross Track on the national circuit.”

Special overnight accommodations at the beautiful AAA Four Diamond Grand Geneva Resort start at just \$159 per night.

Utilizing the natural terrain of Grand Geneva’s Mountain Top ski resort, the challenging track sends racer careening off huge drops and soaring over mogul littered uphill runs under the warm March sunshine.

#### **Can You Say Winter X Games?**

See 2010 Winter X-Games medalists ‘Launchin’ Levi LaVallee and Ryan Simons go bar-to-bar with the world’s best SnoCross racers. With ‘T-Train’ Tucker Hibbert stepping down to concentrate on motocross for the remaining 2009-2010 season, the gates are wide open for a new leader to take control.

The Nielsen Grand Finale is the ninth and final stop on the ACSS National tour. The weekend heats up fast Friday night with a Monster Energy Slednecks Invasion Tour freestyle showcase. The top freestyle athletes in the world including Paul Thacker will perform some of the most insane, high-flying tricks ever seen on a snowmobile. Riders will launch their snowmobiles from a specially constructed freestyle ramp to a backdrop of infused rock and free swag for the fans.

Race action kicks off Saturday with qualifying rounds at 9:30 a.m., culminating with the Main Event from 2-5 p.m. This all-out showcase of the top Pro and Semi-Pro riders anywhere promises non-stop SnoCross action, with Pro and Semi-Pro finals running back to back. Free snowmobile rides for the kids will be featured with a chance for one lucky participant to win a new Arctic Cat kids snowmobile.

Additional qualifying takes place Sunday morning beginning at 9:30 a.m. The final Pro/Semi-Pro Main Event is scheduled for noon.

*Editor's note: High Quality Digital Photos Available on Request*

***What you need to know:***

**WHAT:** AMSOIL Championship Snocross Series, Nielsen's Grand Finale.

**WHEN:** March 19-21  
Qualifying Heats begin at 9:30 a.m. Saturday and Sunday  
Championship Heats begin Saturday at 2 p.m. and Sunday at noon.

**WHERE:** The Mountain Top at Grand Geneva Resort & Spa  
Highways 50 & 12  
Lake Geneva, WI

**Tickets:** *Online via [www.isocracing.com](http://www.isocracing.com)*

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