



6600 Jansen Ave. NE, PO Box 167, Albertville, MN 55301  
Phone: 763-497-8474 Toll Free: 866-771-4762 (ISOC) Fax: 763-497-2922

## **Nielsen's Grand Finale at Lake Geneva Will Crown Snocross Champions**

### **Year-End Championships Will Be On the Line During the Final Round of the AMSOIL Championship Snocross Series at Lake Geneva, Wisconsin March**

MINNEAPOLIS (January 29, 2009) - The top professional snocross racers on the planet, as well as the leading freestyle athletes anywhere will invade the Grand Geneva Resort in Lake Geneva, Wisconsin for Nielsen's Grand Finale of the AMSOIL Championship Snocross Series, March 20-22, 2009. Year-end championships will be on the line as racers line-up one final time and attempt to capture an elusive national snocross podium. Fans in attendance will witness the world's best snowmobile riders compete side-by-side on what is dubbed by many as the best snocross track on the national tour. Utilizing the natural terrain of the Mountain Top ski resort, the challenging track sends racer off huge drops and mogul littered up-hill runs under the warm March sunshine.

Winter X Games Champions athletes including Robbie Malinoski, Dan Ebert and Levi LaVallee along with freestyle kings from Slednecks will be there, giving area fans the last chance of the season to see the best in cross battle on a national stage.

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 tricks ever seen on a snowmobile including a back-flip! Riders will launch their snowmobiles from a specially constructed freestyle ramp to a backdrop of infused rock and free swag for the fans. Joining them will be the biggest names in snocross racing for an evening of hospitality, autographs and family fun.

As Saturday morning dawns the race action kicks off with qualifying rounds at 9:30am, culminating with the Main Event from 2:00pm to 5:00pm. This all-out showcase of the top Pro and Semi-Pro riders anywhere will be bar to bar non-stop action, with Pro and Semi-Pro finals running back to back. There's also free snowmobile demo rides for the kids with a chance for one lucky participant to win a new Arctic Cat kids snowmobile.

Capping off the weekend will be more qualifying action Sunday morning at 9:30am and the final Pro/Semi-Pro Main Event starting at 12:00 noon. Nielsen's Grand Finale at Lake Geneva is a tradition rich can't miss event as the last race of the season brings with it a party atmosphere and the crowning of new snocross champions.

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

**What:** AMSOIL Championship Snocross Series, Nielsen's Grand Finale. The Biggest Names Go Bar to Bar on a National Stage.

**When:** March 20-22, 2009, Pro and Semi-Pro Main Event Saturday at 2:00pm and Sunday at 12:00 noon.

**Where:** Grand Geneva Resort and Spa, Lake Geneva, Wisconsin

#### ***Schedule of Events:***

**Friday:** Doors Open and racing action begins at 9:00am  
Affiliate racing Championships, *Showdown at Sundown*, starting at 9am will complete around 4pm  
6pm – 8:30pm:  
ISOC Pro-Rider Autograph Jam Session  
Monster Energy Slednecks Invasion Tour  
Freestyle Athlete Autograph Jam Session  
DJ Soulman music performance

**Saturday:** 8:00am gates open with qualifying action.  
2:00pm – 5:00pm: Pro and Semi-Pro Main Event;

**Sunday:** 8:00am gates open for continued qualifying rounds.  
12:00 noon – 3:00pm: Pro and Semi-Pro Main Event

***Tickets:***

**Adults:**

\$10 Friday One Day Pass  
\$20 Saturday One Day Pass  
\$25 Sunday One Day Pass  
\$45 Weekend Pass

**Kids (ages 11-14):**

\$5 One Day Pass  
\$10 Weekend Pass

Kids 10 and under are **FREE**

***Who:***

Professional snocross and freestyle athletes including:

- Levi LeVallee Winner of two gold medals at last year's winter X Games.
- Paul Thacker – World record long-distance jumper and freestyle athlete.
- Steve Taylor – Professional Yamaha snocross standout and X Games competitor.
- Carly Davis – Currently the fastest woman on snow and Pro-Women points leader.
- Dan Ebert – X-Games bronze medal winner and Semi-Pro podium regular.
- Robbie Malinoski – X Games silver medal winner and Pro Ski-doo hot-shoe.

***Plus:***

***The first 1,000 race fans through the gates Saturday will receive a first season, collectors AMSOIL Championship Snocross Series Pint Glass courtesy of FOX Shox. All tickets, pre-sale or at the gate, will be valid. Race fans will be able to redeem a voucher of the pint glass on their way out of the event.***

- 2010 Manufacturer's Sneak Peek Friday, March 20th; see the new 2010 models.
- Kids 120 demo rides with a chance to win a 120 Arctic Cat for everyone who rides courtesy of Arctic Cat and Christian Brother Motorsports. Winner announced Sunday at 2:00pm.
- Yamaha demo rides for adults, aboard their latest models.
- Free Pit Passes (\$10 value) from area Polaris dealers while supplies last.

For further information about the Grand Finale visit [www.isocracing.com](http://www.isocracing.com)

***About ISOC***

*The International Series of Champions (ISOC) is the premiere snowmobile race sanctioning organization in North America and sanctions the national snocross tour, the AMSOIL Championship Snocross Series, in addition to three regional circuits. Visit [www.isocracing.com](http://www.isocracing.com) for more information, fan and racer memberships, schedule details and more.*