



CHAOS

PRESS RELEASE

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CHAOS Sponsors Lorin Paley and the Tele World Cup in Steamboat Springs and Silverthorne, Colo

Event Dates are February 20-28th.

Steamboat Springs, CO (February 19, 2010) —Chaos Headwear celebrates a home town world event with high ranking local athlete, Lorin Paley and her brother Ben. Chaos is both the Official Headwear supplier as well as a sponsor for Paley.

“Lorin has been a podium fixture around here the last few years and she seems to like our hats, she is a regular at the office when the snow starts to fall. Well are honored to have her on our team - she is a remarkable young woman and athlete,” comments Gary Supple, US Sales Director for Chaos.

The racing begins this weekend, Steamboat and Keystone Resort will host the Telemark World Cup, in a combined effort to bring the best tele skiers to Colorado. Racing is Feb. 20 through Feb. 28, 2010.

This is the first Telemark World Cup in Colorado. The events are typically run in other parts of the country. Now, there are so many athletes from the Rocky Mountains, events are now being held in Colorado. Four Steamboat skiers are on the U.S. Telemark "A" team, including brother and sister, Lorin and Ben Paley, and local Charlie Dresen, and Coach Shane Anderson. Five more Steamboat skiers are on the "B" or Development team.

Action starts in Steamboat Springs, with a day of training followed by a Giant Slalom and two Sprint Classic comps. Races are at both Mount Werner at Steamboat, and **Howelsen Hill** which is downtown. Then the entourage of freeheel fans journeys to Silverthorne, where four days of racing continues at Keystone.



Most of the Telemark skiers will first have competed at a World Cup in Norway, before heading to Steamboat. Paley explains, "I keep telling everyone who has participated or watched Telemark racing in the U.S. how exciting it will be to watch the best racers in the world ski, jump, and skate in an international World Cup Race. For those who have never seen a Telemark race, they should."

Paley is a member of the US National Telemark A Team and trains with the Steamboat Springs Winter Sports Club.

Her resume includes these top finishes:

Telemark Junior World Champion in Classic and Sprint Classic, Kreischberg, Austria. First US woman on podium at World Championships. Gold Medals in Classic and Giant Slalom at US Telemark National Championship, Steamboat Springs, Colorado. In 2006, Lorin broke onto the National scene with a second place at Telemark Nationals in Montana. Later that year she was added as the youngest member on the US Telemark Development Team. Goals for next season include World Cup Podium and US National Title.

Where: Howelsen Hill, 245 Howelsen Parkway, Steamboat Springs, CO 80487

When: Feb 20, 2010 - Feb 28, 2010

Info: <http://www.ustsa.org/new-site/>

To learn more about Chaos Headwear, our products and programs, log on to www.chaoshats.com

Chaos' is quality, responsiveness and a vast array of headgear possibilities. The Brand is owned by Do-Gree fashions, a Mill locally owned and operated—with three generations of experience. Do-Gree Fashions in Montreal, Canada is able to respond quickly to both customer requests, as well as fast-paced market trends, both of which translate to unparalleled service. Designs from both CHAOS and sister brand MOON SHADOW vary from winter to four-season, urban to alpine, casual to high-end alpaca, all of which supply the men's, women's and youth markets. Materials include: merino wool, mohair, acrylic blends, cottons, angora, fleece, and technical fabrics from the **New CTR-Chaos Thermal Regulation, Fits ALL 4X®**, Pro-Stretch™ and Pro-Stretch plus™, Windshield®, Dri Release®.

Event sponsorships where CTR can be found:

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| -Birds of Prey World Cup | vvf.org |
| -US Telemark World Cup | ustsa.org |
| -Nordic Nationals Championships | ussadistancenationals.org |
| -Vail Veterans Program | vailveteransprogram.com |
| -SynchroSki Carving Championships | synchroski.com |
| -SOS -Outreach | SOSoutreach.org |
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