



CHAOS

PRESS RELEASE

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CHAOS is official Headwear Sponsor J3 Olympics in Vail Colorado

Event Dates are March 3rd-10th 2010

Steamboat Springs, CO (March 7th, 2010) —This week Chaos Headwear will keep heads warm for talented young competitors at the United States Ski & Snowboard Association (USSA) J3 Junior Olympics, March 3-9, 2010. The Ski & Snowboard Club Vail (SSCV) is honored the host. This event is a prestigious alpine ski race for the top 13 and 14 year-old athletes from 15 states throughout the USSA Rocky/Central Division.

This will be the third year Chaos has supported this event in Vail, Colorado. Gary Supple, US Sales Director notes, "We are honored to be a part of the training ground for the next winter Olympic season in Sochi, Russia 2014. These athletes work hard year round to condition and train in order to qualify for the events and are at the top of their sport."

The members and staff of Ski & Snowboard Club Vail are meticulously working to provide a high caliber week of events. Log on to Ski club Vail for today's results the next two days of events.

<http://skiclubvail.org/JO/default.asp>

Founded in 1964 as a non-profit organization to provide training and competition programs for aspiring young ski racers, SSCV is one of the Vail Valley's oldest charitable youth organizations. Today, SSCV trains nearly 450 athletes in Snowboarding, and Alpine, Freeride, Freestyle and Nordic Skiing. To keep these programs as affordable and accessible as possible, SSCV relies upon vital fundraising each year and raises nearly 40% of its annual operating costs via individual contributions, grants, sponsorships and special events.

For more information regarding the USSA J3 Junior Olympics or Ski & Snowboard Club Vail, please contact our 2010 Rocky/Central J3 Junior Olympic Co-Chair, Carey Davis, at (303) 601-5531 or cdavis@skiclubvail.org, or contact Jennifer Geisness, SSCV Development Director at (970) 790-5122 or jgeisness@skiclubvail.org.

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®.*

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SKI TOPS corp.

Event sponsorships where CTR can be found:

- Teton Gravity Research** tetongravity.com
- Birds of Prey World Cup** vf.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
- Windell's Camp** **windells.com**
- Mountain Dew Vertical Challenge** mountaindew.com
- Vail Valley** vf.org