

Top snowboarders from throughout the region set to compete in Penticton's Peach City Rail Jam

(Penticton, BC – Jan. 8, 2025) – Snowboarders will compete for cash prizes plus \$10,000 in sponsored giveaways in the Peach City Rail Jam on Saturday, Jan. 18 during Valley First Frost Fest Winter Carnival.

"Now in its second year, the rail jam has new rails and an even bigger prize pool, with pro riders coming here from all over the Thompson-Okanagan," says Jeff Plant, sport and event supervisor. "Our custom rail jam build is now wider and has an awesome new two-part mega rail. This is definitely one of the events you won't want to miss during Valley First Frost Fest."

All the outdoor activities taking place during the festival are free to attend, with the rail jam scheduled for Saturday from 5-7:30 p.m. at Gyro Park. Spectators can watch from any viewing areas around the park, with a large digital screen on display, or from the beverage garden (age 19+). A DJ and multiple food trucks will also be on-site.

The City of Penticton would like to thank its sponsors and partners who have helped make this rail jam possible, including Freeride Boardshop, Apex Mountain Resort, Apex Freestyle Club, Wildstone Construction, Big Steel Box, Home Hardware, Superior Septic Services Inc., Trademark Industries and KDL Scaffold.

Valley First Frost Fest sponsors and community partners also include Valley First, Ha Ha Ha Kidzfest, the Penticton Vees, KISU Swim Club, FortisBC, Penticton Lakeside Resort, Penticton Skaha Physiotherapy, Costco Wholesale and the Province of BC.

Valley First Frost Fest Highlights (Jan. 17-19, 2025)

- Hot Air Balloon Glow Up at Okanagan Lake
- Frostbite Film Night
- Kidzfest Gala fundraising event
- Peach City Rail Jam
- Hockey and skating with the Penticton Vees
- Kids' activities in the FortisBC Family Zone
- Frosty Toes Polar Bear Swim with the Penticton Firefighters
- ... and more!

Get the full event details at penticton.ca/frost-fest.

-30-

Media Contact:

250-490-2339

communications@penticton.ca