

## Aspen Nightlife - The Sneaker Ball

You may have been to many balls in your lifetime, such as Christmas Balls, Spring Balls, and even Debutante Balls - but if you haven't been to the Sneaker Ball in Aspen, Colorado, you are missing out on all the fun! Known as 'Aspen's Greatest Party,' the Sneaker Ball is held annually at the St. Regis Hotel on East Dean Street every March.

Back in 1986, the very first Sneaker Ball was held by Al Gross and David Nausss of Paine Weber, Inc - in Boston. The party was a celebration of Reebok shares trading on the stock market for the very first time. This black tie event was much like other balls - but everyone was wearing Reeboks, and the first Sneaker Ball was born.

The following year, Al Gross decided that this was the kind of party that people really liked - but instead of being limited to white Reeboks, the idea would be for the guests to wear formal gowns and tuxedos, with decorated tennis shoes. The party was moved to Aspen, where people know how to party - and thousands of people from all over the world fly into Aspen to attend.

One of the nicest things guests like about the Sneaker Ball is that it is for a good cause. All of the proceeds go to Grass Roots, which is a program designed to help inner-city kids. These kids are brought to Aspen to experience what life outside the city is. Many of these kids don't even realize that places like Aspen really exist. Tickets cost \$125 per person, which isn't too bad considering that the money is for a good cause.

People from diverse backgrounds attend the Sneaker Ball each year. Famous people are there, infamous people, and people who are neither famous nor infamous attend - and every one has a fantastic time. The party gets started at about 9:30pm and ends around 1:30am - followed by many 'after parties' in various locations throughout Aspen.

If you've ever wanted to attend one of those  
glitzy 'Hollywood type' parties, here is your  
chance! You will rub elbows with the famous,  
show off your custom designed sneakers  
along with your formal wear, and dance the  
night away - and all for a very good cause.

This is an event that sells out fast. Contact the  
Chamber of Commerce in Aspen to find out  
when the Sneaker Ball is scheduled, and  
purchase your tickets right away. Also check  
with the various hotels and lodges to inquire  
about package deals and get your  
reservations set before everything is sold out!

(word count 425)

PPPPP