



Stephanie Andelman
FDGD, LLC
auburnandel@gmail.com
303-931-9017

Contact for photos, logos, press passes, tour to Grandpa, and an assigned festival handler

FROZEN DEAD GUY DAYS – THE MOST UNUSUAL FESTIVAL IN THE U.S. - CELEBRATES WINTER AND WACKINESS FOR 16TH YEAR, MARCH 10-12

Three Days of Quirky Frozen Fun – from Human Foosball and Best Beard Contest, to 34 Bands and A Fat Bike Rally – Bringing Life to Dead of Winter

Nederland, Colo. – March 3, 2017 - Frozen Dead Guy Days, the wacky weekend-long festival that brings international attention to the eccentric mountain town of Nederland, Colo., is celebrating its 16th year on March 10-12, 2017.

The festival honors the 1994 discovery of Norwegian Bredo Morstel's cryogenically frozen body. Lore maintains that Bredo's grandson has kept his grandfather's body in its cryonic state since 1989. Bredo's body is still on ice, 27 years later, enshrined in "Grandpa's Tuff Shed." Nestled in the hills above downtown Nederland, Grandpa's resting place gives the small town a big reason to celebrate.

This wonderful and weird weekend celebrates one of Colorado's most bizarre stories, combining winter and dead guy-themed events and contests over three days. Attracting more than 20,000 people in 2016, the [2017 schedule](#) is party-oriented, as well as family friendly, and certainly worth the trip up Boulder Canyon ([public transportation](#) recommended and provided).

"Even though it's based on the story of a dead guy, we make sure the festival is lively, with new attractions every year," noted festival director, Amanda McDonald. "2017 marks our inaugural Fat Bike Rally, Dead Guy Days Beer, more live bands than ever, and the Blue Ball's theme of Music Legends Lost. With three heated super tents, a huge outdoor viewing area for competitions, and downtown being transformed into a pedestrian-only space, all Frostafarians are sure to live big in every moment."

Everyone is welcome to participate in – or simply gawk at and enjoy from the sidelines – the weekend's events. [Advance registration](#) is required for the Coffin Races and encouraged for the Costumed Polar Plunge, Snowy Human Foosball, and Rise From the Dead Fat Bike Rally. The smaller contests are walk up for participants and cost a nominal fee (\$5-10).

Saturday's main attractions kick-off with a parade featuring tricked-out hearses, coffin racers, and other icy revelers. Just after the Polar Plunge, coffin teams race around a challenging course in single elimination rounds. Teams jockey for the top three positions and win awards for the most spirited and best theme. Former Mayor Joe Gierlach remarked, "Attracting audiences to Nederland in the dead of winter creates lasting memories for attendees and business owners. The different events down First Street keep everyone engaged, and most people end up entering amusing contests for frozen laughs of fun."

The [weekend's activities](#) include:

- Friday Night's Blue Ball with "Music Legends We Lost in 2016" theme, headlined by Gasoline Lollipops
- Ice Queen and Grandpa Bredo look-alike contest
- Tapping of Bredo's Brew - the Festival's own beer - brewed to preserve your spirit
- 34 live bands in three heated tents; national and regional touring acts stake stage for 1.5 hour sets
- Grandpa's Mall Crawl on First Street
- Colorado craft breweries and distilleries pouring in tents
- Team and individual competitions, including Polar Plunge, Coffin Races, Frozen T-shirt Contest, Human Foosball,

- and Rise from the Dead Fat Bike Rally
- Fun and games for the whole family, including Frozen Salmon Tossing, Frozen Turkey Bowling, and Rocky Mountain Oyster Eating Contests
- And much, much more!

For a complete schedule of events:

<http://frozendeadguydays.org/event-schedule>

For the music schedule:

<http://frozendeadguydays.org/music-schedule>

For the background on Grandpa Bredo:

<http://frozendeadguydays.org/aboutfdgd>

Frozen Dead Guy Days has been recognized as:

- USA TODAY top 5 Cultural Festivals in the Country
- Top Ten Festivals from Lonely Planet & Hotel.com
- Governor's award for best promotional event in Colorado
- Fest 300 top festival in world (4.5 out of 5 stars)
- Everfest's Most Unique Festival (5 out of 5 stars)
- Readers Digest Top Five Winter Festivals in the Country
- CNN voted as one of the Best Costumed Festivals in the Country
- Boulder Weekly's Best of Boulder, Best Festival Newspaper

###