



Press Release

Zurich, 26 August 2004

**freestyle.ch – Meeting the World's best Freestylers**

## **The Snow Event is on Friday already**

**The air space above Zurich will be reserved to the international elite of freestyle sportsmen from 24 to 26 September. For three days, the "Landiwiese" will be transformed into a playground for the very best snowboarders, freeskiers, FMXers and skateboarders. New: There will be action on snow on Friday already.**

It's already the 10<sup>th</sup> time that top freestylers from every nook and cranny of this world will find the way to Zurich to meet, measure up to each other and present themselves to a large public. With popularity of the types of sports shown growing and thanks to the long-standing partnerships with Nescafé, Nokia and Rivella, the event itself grew as well. 100'000 spectators are an additional motivation, even to much traveled stars, to give all and present their very best styles. Apart from that, there is also the lure of a total prize money of CHF 100,000.– and the renowned titles of "freestyle.champ" and "crossover.champ". The event is not merely a venue for competition. freestyle.ch is rather an important meeting point for professionals, the industry and spectators alike.

### **Tyrol Friday Night**

„The Tyrol holiday region is this year's guest at freestyle.ch. Thanks to Tyrol, it will be snowing in Zurich on Friday already", organizer Erwin Flury exclaims and adds: "Tyrol makes it possible now to carry out snowboard and freeski pre-qualifications rounds on Friday evening already. The best Swiss and Austrians will indeed jump for the main contest on Saturday. 16 snowboarders and 8 freeskiers will fight for 4 and 2 starting places, respectively." Seasoned riders such as the two Swiss Therry Brunner and Sergio Berger will first have to impose themselves on the domestic and Austrian competitors to be able to fly on Saturday. As usually, on Friday evening, talented Swiss skaters will compete in the pre-qualification rounds. 4 starting places for the main contest are the reward.

### **Great Names and High Jumps**

The 28 meter high Big Air for the snowboarders and freeskiers is the event's hallmark. Snowboarders such as past year's winner Marc André Tarte from Canada, Nicolas Müller from the Canton of Aargau, known as stylemaster or David Benedeck, America's Snowboarder of the Year, will warrant top-notch athletic performance. Names of great renown in the scene such as Jon Olsson from Sweden or Rory Silva from the U.S. have two boards on their feet and represent the freeskiing group. The FMXers, the motorized hell riders, will project their machines over a jump board right into the sky. Participants are the British superstar and last year's winner, Gary Taylor and the best Swiss, Mat Rebeaud. A multi-level street course with various obstacles is at the disposal of the skateboarders such as the Norwegian wunderkind Fredrik Austbo and the Swiss Sven Kilchenmann as a play ground for their creative movements.

### **Party Time**

10 years of the very best freestyle.ch. That's reason enough to rock the house with a huge celebration, the After Burner Party to be held in the X-TRA on Saturday, 25.9.04. In time for the jubilee, a DVD will be published, featuring highlights since 1995. You will find there a top hit such as Europe's first stood 900°. Who did it? Tony „the bird“ Hawk, of course! The Trade Fair offers the freestyle sports industry a showcase to present their latest products and developments. From a snowshoe course to a public rail contest, there are many activities for the visitors. Entrance to the event is free. For further information go to [www.freestyle.ch](http://www.freestyle.ch).

**Caption:** Freeskier Jon Olsson flying high over the Lake of Zurich  
Photo by FAF AG / Gaudenz Danuser



## In Short

Date	24 to 26 September 2004 Friday 7PM to 12AM, Saturday 10PM to 2AM Sunday 10:30AM to 6PM
Venue	Zurich Landiwiese, Switzerland
Entrance	Free
Competitions	International competitions upon invitation for the title of „freestyle.champ“: Snowboard Big Air Freeski Big Air FMX (Freestyle Motocross) Ramp Skateboard Streetstyle The „Crossover Air Session“: among the snowboarders, freeskiers and FMX pilots, the King of the Air will be selected, the so-called „crossover.champ“.
Prices totaling	more than CHF 100'000.–
Equipment	Big Air Snowramp, FMX Ramp, Streetskate Course
Main sponsors	NESCAFÉ, NOKIA
Sponsors	Rivella, Blox, Swiss Recycling (Code-R)
Partner	VBZ
Guest	Tirol
Media partner	SF DRS, Radio 24, 20 Minuten, Pleasure, Onboard, Seventh Sky, Slash
Organizer	Verein VFSK c/o FAF AG, Zurich and Swiss Mate, Lausanne
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## Program

### Friday

- 7:00PM - 12:00AM
- 7:00PM FMX, Skateboard Training
- 7:45PM FMX Show
- 8:00PM Big Air Snowboard Training
- 8:30PM Skateboard Streetstyle Prequalification
- 8:45PM Big Air Freeski Training
- 8:45PM Tirol Friday Night  
Big Air Snowboard and Freeski Prequalification Contest
- 11:00PM End of program, catering until 12AM

### Saturday

- 10:00AM - 2:00AM
- 10:00AM Tune in
- 12:00PM Skateboard Streetstyle Training
- 1:30PM Big Air Snowboard Training
- 2:00PM Skateboard Streetstyle Qualifications
- 2:15PM Big Air Freeski Training
- 3:15PM Big Air Freeski Qualifications
- 4:00PM FMX Training
- 4:45PM FMX Qualifications
- 5:00PM Big Air Snowboard Training
- 5:45PM Big Air Snowboard Qualifications
- 7:30PM Video Premiere Burton World Tour
- 8:00PM Snowboard, Freeski, FMX Training
- 9:00PM Crossover Air Session  
Snowboard, Freeski, FMX
- 11:00PM End of program, catering until 2AM

### Sunday

- 10.30AM - 6.00PM
- 10.30AM Tune in
- 12.00PM Skateboard Streetstyle Training
- 1.15PM Big Air Snowboard, Freeski Training
- 2.00PM Skateboard Streetstyle Finals
- 2:15PM FMX Training
- 3:00PM Big Air 1/8 Finals Snowboard and 1/4 Finals Freeski
- 4:00PM FMX 1/2 Finals
- 4:30PM Big Air Freeski 1/2 Finals and Finals
- 5:00PM FMX Finals
- 5:15PM Big Air Snowboard 1/4 Finals, 1/2 Finals and Finals
- 6.00PM Prize giving all freestyle.champs