



Freeridedays.ch, Glacier 3000:

Freeriding with pro riders and mountain guides plus equipment testing

Gstaad, March 30, 2010. The legendary Freeridedays.ch event will take place for the fourth time on the powder slopes of Glacier 3000 on April 10th and 11th. This event has a lot to offer: an abseiling adventure during the guided freeride tours, the chance to test new equipment and to watch shows both in the air and off the official runs.

Deep powder freeriding with pro riders and mountain guides, abseiling over a 60 m drop, testing the newest freeride equipment, watching an acrobatic show and going to the event party at the Chlösterli all make the Freeridedays.ch at Glacier 3000 such a unique event.

The Glacier 3000 freeride area offers participants unforgettable runs off the main slopes. In the morning, after groups have been determined, participants are equipped with the newest freeride tools. These groups will be accompanied by professional mountain guides and pro riders, who will also help participants learn how to assess an avalanche risk and to discuss proper conduct, both on and off the main slopes.

Safety and prevention are the top priority at this event. In the village at the Cabane station specific freeride equipment will be available for testing – avalanche search devices such as the PULSE Barryvox and Ortovox can be tested in specially marked areas. An avalanche backpack with airbag will also be demonstrated. Additionally, 10 ski and snowboard manufacturers will have their newest equipment available for testing. All this is FREE of charge for participants, as well as for all event guest and spectators.

Glacier 3000 is also offering a new package deal (starting at CHF 101.-) that includes overnight stay in Les Diablerets, a 2-day ski pass and free testing of equipment from the Test Center.

Other attractions on Saturday afternoon include show sessions with Wingsuit, Speedflying, Basejumping and Acro Paragliding. The official event party is on Saturday evening in the Chlösterli in Grund by Gstaad. After the Pasta Festival around 10pm, film footage and photos from the event will be shown. Thereafter, good music and a fun environment will take you well into the early morning hours.

For more information -> www.freeridedays.ch

Registration for freeriding with a mountain guide is still possible for Sunday (must pay CHF 20.00 extra for late registration).

Glacier 3000 (25 km ski of runs, winter season 24.10.2009 - 02.05.2010) is part of the ski regions Gstaad Mountain Rides (250 km of runs, winter season 01.11.2009 - 02.05.2010) and Alpes Vaudoises (225 km of runs, winter season 01.11.2009 - 02.05.2010)

Media Contact:

Gstaad 3000 AG

Bernhard Tschannen, CEO

Phone +41 (0)33 748 17 17

Fax +41 (0)33 748 17 18

b.tschannen@glacier3000.ch

www.glacier3000.ch