



EUROPEAN SUMMER FREESKI EVENT
BIG AIR + RAIL JAM

SAAS-FEE.SWITZERLAND.17.JULY.2010

SAAS FEE RIDE 10 - World Class Freeski Action in Switzerland

Saas Fee, Switzerland – Saturday, 17th of July 2010

Internet Television News Feed – Monday 19th of July

Thank you for forwarding this email to your news and sports departments.

Looking for your next freeski hit? Can't wait until next winter? The Saas-Fee Ride 10 is laying on a freesports festival packed with on-slope action from some of Europe top New School freestyle skiers **from various international teams**. Athletes will gather in Saas-Fee on the 17th July 2010 to compete in a world class Big Air competition and a Rail Jam expression session.

The Saas-Fee Ride is going to be a unique summer freeski event with the Saas-Fee terrain park at 3300 meters providing the venue. Enjoy latest international new school freeski tricks & action on the 'Fee Glacier' above the beautiful and ancient 'Saas-Fee', where you may want to lay back and relax in the calm of the noise free mountain village, surrounded by a unique scenery of 13 summits of 4000 meters...

Check out www.saasfeeride.com for the **detailed programme**.

TELEVISION

A 3 minutes NEWS FEED through Ride Freesport will be aired on Monday 19th of July through the website of the event, www.saasfeeride.com and will include the most spectacular action of the day & the winners interviews. For any technical support please email press@saasfeeride.com.

Downloads of the full TV broadcast resolution (720x576) news feed will be available for Mac users as QuickTime or PC users as AVI. The file size to download from the website will be 650MB's.

HIGHLIGHTS of the event will be delivered on DVCam 5 days after the event (depending on the country between the 23rd July and 2nd August). Please contact press@saasfeeride.com for any (special) requests.

A 24' TV show will be available through Quattro Media about 4 weeks after the event. Please contact Quattro Media on +49-8093-57220 for detail of how to receive the programme.

PRINT

High definition and free of rights images are already available from last year's event and will be updated with pictures from renown photographers, such as Mark Shapiro and Yves Garneau on www.saasfeeride.com

The core values of freeskiing remain community, respect and adventure. Add to that a massive layering of fun and you have the Saas-Fee Ride 10. Get there.