



EUROPE'S BIGGEST FREESTYLE FESTIVAL

27.-28.09.14



Press Release

14 August 2014

freestyle.ch – Europe's Biggest Freestyle Festival – September 27-28, 2014

freestyle.ch Zurich turns 20

This year's Freestyle Festival will be a particularly festive one on account of its anniversary celebration. It's hard to believe that freestyle.ch Zurich will be taking place for the 20th time. Athletes such as Iouri Podladtchikov and Mat Rebeaud, who have helped write the Landiwiese's history, will be there, partaking in the festivities together with thousands of freestyle fans of both the old and the new generation.

In less than two months the Landiwiese will be converted into a freestyle arena without parallel. On the occasion of its 20th anniversary, freestyle.ch Zurich is inviting both the old and new generations to come celebrate the style together with the riders. freestyle.ch started out many years ago as a small event for the freestyle scene but has since developed into one of the largest action sports festivals in the world. This is an important competition with international overtones not only for the city of Zurich and entices many spectators to the Landiwiese every year with its top athletic performances and lots of fun.

Setup novelties – higher and farther!

For the anniversary, the organizers have come up with something completely new for the sports infrastructure. The heart and soul of all sports infrastructures on the terrain, the Snowboard and Freeski Big Air, is getting a facelift. The main kicker will enable even more spectacular jumps with its new radius and will also get a new, second jump with a cannon rail. The variations in jumps will be hard to surpass. Spectators will see some exciting things in the FMX arena as well. Compared to last year, there will be two jumps over the landing of the Big Air with a quarterpipe at the finish.

Numerous style and cross-disciplinary competitions on both days

During the Style Sessions on Saturday in will be full throttle ahead in the Snowboard and Freeski Big Air, FMX and MTB Dirt Jump disciplines. The crowning glory will be the Crossover Session, which has once again been scheduled for the evening hours this year. Here athletes from various disciplines will strut their stuff and the audience will choose the winner. Mat Rebeaud will be defending his title on the motorbike at this event.

On Sunday things will get serious and the best technical skills will be showcased. The winter athletes are in top shape after the Olympic Games and will demonstrate what new tricks they learned over the summer.

Spectators are particularly looking forward to seeing Olympic champion Iouri Podladtchikov: Will he show the young kids that he is the boss on the Big Air?

Concerts, side events, parties – a freestyle experience

It's no secret that freestylers don't only watch but like to participate as well and know how to party to boot. The organizer is really emphasizing the experience aspect of the festival. In the Activity Zone on Saffa Island visitors can let off steam in a variety of activities, such as stand-up paddling or slackline. The Swissmilk Skate Plaza and a pump track are sure to attract visitor participation and the Label World will exhibit numerous new freestyle trends. On the Laax Urban Stairset you can see how you measure up against pro riders and then enjoy live performances by national artists such as Knackeboul and Skor in the evening.

Pre-sale has begun

A jam-packed freestyle event will provide plenty of diversion and entertainment on the weekend of September 27-28. For those who don't want to miss the 20-year anniversary celebration and look forward to experiencing the meet of the freestyle generations in person, tickets are now available for sale at [via freestyle.ch](http://freestyle.ch) or starticket.ch.

talent@freestyle.ch

With the goal of enthusing young people for sports, especially freestyle sports, freestyle.ch has launched Talent@freestyle.ch, a Swiss-wide platform for promoting sports for children and adolescents between 8 and 15 years of age.

In contrast to traditional sports, there are fewer structures in place for individual-type trend and lifestyle sports, which enable targeted promotion and activation. TALENT@FREESTYLE.CH is a vehicle for promoting young talent for freestyle sports and also informally supports the promotion of sports for children in general. The Schtifti Foundation is a supporting partner of TALENT@FREESTYLE.CH and supports the program with its ambassadors.

Six Talent Sessions will take place in the Swiss skate parks prior to freestyle.ch Zürich. The kids will be able to showcase their skills on the skateboard, mountain bike, BMX or scooter in a relaxed atmosphere. The best 8 participants of every session as well as from the online video scouting will receive an invitation to the Talent Final Session, which will take place on Sunday morning at the Swissmilk Skate Plaza at freestyle.ch Zurich.



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HOST CITY



Freestyle.ch Zürich – in short

Disciplines	Snowboard and Freeski Big Air, FMX and MTB Dirt Jump, Skateboard
Location/Date	September 27-28, 2014 at the Landiwiese in Zurich, Switzerland
Program	<p>Saturday 11:00 AM to - 12:00 AM – STYLE SESSIONS all disciplines, 8:00 PM CROSSOVER SESSION, tribute to crossover.champ</p> <p>Sunday 11:00 AM to 7:00 PM CONTESTS all disciplines, tribute to freestyle.champ all disciplines</p> <p>Pre-sale starting on August 13, 2014 at starticket.ch and all Starticket pre-sale outlets and at 0900 325 325 (CHF 1.19/min. from national fixed network)</p> <p>Tickets: SA Day Pass: CHF 49.00; SO Day Pass: CHF 35.00, SA/SO 2-Day Pass: CHF 74.00 SA Evening Pass (starting at 8:00 PM): CHF 19.00; SO Family Ticket: CHF 80.00 (2 adults and max. 2 children up to 16 years of age)</p> <p>Surcharge for tickets purchased at the door: CHF 6.00</p>
Competitions	<p>CROSSOVER SESSION for the title of “crossover.champ”; athletes of all disciplines compete against each other in a show competition.</p> <p>International invitational for the title of “freestyle.champ” in Snowboard Big Air, Freeski Big Air, FMX Freestyle Motocross Dirt Jump, MTB Mountainbike Dirt Jump.</p>
Environment	freestyle.ch compensates for all of its carbon emissions via myclimate. Myclimate supports, on behalf of freestyle.ch, a myclimate climate protection project in Indonesia that complies with the highest quality standards.
Host City	The City of Zurich
Main Sponsors	Zurich, Hyundai, Red Bull, 20 Minuten
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Freestyle.ch Zurich is a member of the Züri-Event Association.



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