



Press Release

JUST A FEW DAYS LEFT BEFORE THE DREAM STOP BEGINS FOR THE 28 QUALIFIED RIDERS OF THE SWATCH FREERIDE WORLD TOUR (FWT)

**It's the opportunity to experience the Alaskan terrain and tick one of the
boxes that is on every freeriders' bucket list.**



Watch the teaser

March 14, 2017 – Lutry, Switzerland - For the FWT athletes who received their tickets to Haines after the Fieberbrunn stop last week much excitement has ensued. They have now secured their spots on the tour for Alaska, the Xtreme Verbier grand finale and the 2018 FWT season – now is their time to make a bid for the 2017 overall titles.

The 12 ski men, 6 snowboard men, 6 ski women and 4 snowboard women are now flying into Haines, Alaska to prepare for the competition which will take place between March 18th-25th. It's the 3rd time FWT lands in this small fishing village set on the wild and beautiful coastline of this remote American outpost.

The selected face named "The Venue" features a vertical drop of 600 meters and is only accessible by helicopter. Classical Alaskan spines, steep incline and impressive cliffs will offer athletes different possibilities for creative freeride lines unique to this special part of the world.

Don't miss out on any action of the Alaskan stop of the FWT and watch the live webcast on the day of the competition on www.freerideworldtour.com. Stay tuned to the FWT social media to get the latest news about the Dream Stop.

Picture Selection

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Swatch

Swatch, launched in 1983 by Nicolas G. Hayek, is a leading Swiss watch maker and one of the world's most popular brands. The first Swatch watches surprised everyone with their revolutionary concept, creative design and provocative spirit. Today Swatch continues to innovate and surprise with new models, collections and special editions. The brand maintains a strong presence in the world of sports with its commitment to snowboarding, freeskiing, surfing, beach volleyball and Mountainbike Dirt Jump. Right from the start, Swatch connected with art and artists, and Swatch watches remain a prominent canvas for artists from a broad range of disciplines. www.swatch.com

FWT Management SA

FWT Management SA, based in Lutry/Lausanne-Switzerland, is organizing world-class sports events in mountain resorts and regions since 1996. Founder of “Xtreme Verbier” – iconic event in freeride skiing & snowboarding –, FWT Management SA has taken the stand-alone Xtreme Verbier event to create in 2008 Freeride World Tour (FWT), Freeride World Qualifier (FWQ), Freeride Junior World Championships (FJWC) and a Freeride Skiing Team Competition (Skiers Cup) with events in Europe, North America, South America and Oceania. FWT Management SA is the sole and exclusive organizer of the above mentioned events. www.freerideworldtour.com

CONTACTS

UK

Betony Garner
betonygarner@gmail.com
+44 7779801691

USA

Tom Winter
tom@freerideworldtour.com
+1 303 525 7767

CANADA

Audrée Duclos Paré
audree@freerideworldtour.com
+1 514 569 1405

TV DISTRIBUTION

Quattro Media
media@4msports.com
+49 (0) 809357220

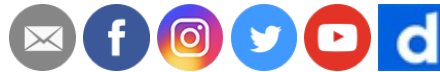
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