



Press Release

THE DREAM IS ALIVE IN HAINES, ALASKA ON THE SWATCH FREERIDE WORLD TOUR 2017 (FWT)

After several competition delays, riders were finally treated to epic powder on the stunning terrain of the most coveted freeride peaks on the planet.

SKI MEN

1. Loïc Collomb-Patton (FRA)
2. Léo Slemett (FRA)
3. Sam Lee (NZL)

SNOWBOARD MEN

1. Sammy Luebke (USA)
2. Ryland Bell (USA)
3. Davey Baird (USA)

SKI WOMEN

1. Arianna Tricomi (ITA)
2. Lorraine Huber (AUT)
3. Eva Walkner (AUT)

SNOWBOARD WOMEN

1. Shannan Yates (USA)
2. Marion Haerty (FRA)
3. Anne-Flore Marxer (SUI)

Haines, Alaska – March 24, 2017 – The remaining qualified twenty-seven athletes of the Swatch Freeride World Tour competed today on the so-called “dream stop” and last competition before the season finale in Verbier, Switzerland. Always a highly anticipated event due to the renowned terrain and remote nature of the competition site, the level was exceptionally high today as riders exploited their final opportunity to earn points before the final.

Unsettled weather marked the days preceding the event but this morning the skies cleared and revealed nearly perfect snow conditions on the 760m vertical meter (2493ft) Alaskan face. Riders and spectators were treated to one of the most spectacular competitions in FWT history.

SNOWBOARD MEN

If anyone could give top snowboarder Sammy Luebke (USA) a run for his money, it was local favorite and wild card Ryland Bell (USA). Bell opened up the day's competition with a stunning line featuring two spins off big airs. Bell's Alaskan experience was not enough to dethrone Luebke's artful run of stomped airs and a smooth 360. Earning first place in Haines was enough for Luebke to claim the title of world champion one stop before the end of his nearly immaculate season.

Sammy Luebke, 2017 World Champion Snowboard Men: *"I am pretty fired up that all this waiting time paid off. Conditions were blower and the safety seemed to be good; no avalanches, nobody got hurt, and everybody is happy!"*

SKI MEN

The story of today's ski men field was the showdown between Frenchmen Loïc Collomb-Patton (FRA) and Léo Slemett (FRA). Collomb-Patton opened the men's field with a powerful run, taking a large double-set into an impressive 360 high on the venue. Only two riders later, Slemett dropped into a similar line but executed a smoothly stomped backflip and finished strong in the lower venue. As a result of these finishes, the overall ranking features an unprecedented three-way tie with Kirstoffer Turdell (SWE) whose day ended in a crash.

SNOWBOARD WOMEN

Shannan Yates (USA) is one step closer to the title today as she tapped into her experience and linked several airs in a more technical part of the venue, earning first place. Despite being close on Yates' tail, Marion Haerty (FRA) was not able to secure the coveted title of world champion today and settled for second place position.

Shannan Yates, 1st Snowboard Women: *"I just found out that I won. I am ecstatic! This is such a beautiful day. There were a lot of questions about the weather and what would actually happen; we had the fog and the waiting game and the snow was so so fantastic! I skied my line where I was planning on going. I may not have done it as smooth as I would have liked, but I had fun."*

SKI WOMEN

Competing among a field of strong skiers, phenom Arianna Tricomi (ITA) commenced her line with big airs and continued with enough style to nudge Lorraine Huber's (AUT) similarly confident line into second place. Eva Walkner (AUT) skied a playful line which kept the overall ranking in close contention for the finals in Verbier.

As the FWT season reaches its climax, the world champions in the remaining three categories will be decided at the Xtreme Verbier on April 1-9th. Stay tuned to www.freerideworldtour.com and FWT social media channels for the latest event information and rider news.

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

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