



Press Release

THE WINTER BEGINS: JUST TEN DAYS UNTIL THE SEASON OPENER OF THE 2017 SWATCH FREERIDE WORLD TOUR (FWT) IN CHAMONIX-MONT-BLANC, FRANCE

After months of anticipation, the world's top freeriders are making final preparations to compete in the fabled freeride valley of Chamonix-Mont-Blanc and launch into the 2017 season.



Watch the teaser

January 19, 2017 – Chamonix-Mont-Blanc, France – Excitement is in the air as the greatest riders in the sport of freeride make their annual pilgrimage to one of Europe's most revered freeride destinations on January 28, 2017. The top male and female qualified athletes from last year's FWT will join newly qualified talent in the ski and snowboard disciplines as they open the competition season at the Brévent Ski area.

An eclectic roster of the best international freeriders – twenty-two ski men, eleven ski women, eight snowboard men, and eight snowboard women – are scheduled to compete on the Clocher Clocheton face (option A, to be confirmed). The venue is situated at an altitude of 2500m directly in front of the 4810m Mont Blanc and boasts excellent potential for multiple airs and aggressive lines. Known for its cliff features and powerful straightlines, the face is a perfect place for riders to warm-up their skills during the first competition of the year.

The snow conditions in the Western Alps have improved during the last week thanks to a recent storm which has deposited fresh powder in the region.

Freeride fans are encouraged to spectate their favorite riders at the Brévent resort where they are treated to spectacular views of Europe's most iconic peaks. Activities, live music, and the official bib draw are scheduled to take place from the 27th of January in the event village situated in the center of Chamonix-Mont-Blanc.

The Chamonix-Mont-Blanc competition is the first event of the season on the five-stop international circuit featuring qualified athletes from the 2016 Swatch Freeride World Tour combined with the top qualified riders from the Freeride World Qualifier by Tyrolia; local wild cards are also invited to each competition stop.

Don't miss out on the action on competition day; if you can't spectate in person, be sure to watch the live webcast starting at 9 AM Central European Time on January 28th on www.freerideworldtour.com where fans can share their favorite runs with the rider tagging system.

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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