



Press Release

**THE SEASON OPENER OF THE 2017 SWATCH
FREERIDE WORLD TOUR IN CHAMONIX-MONT-BLANC
TO BE STAGED IN VALLNORD-ARCALÍS, ANDORRA**

In order to guarantee safe conditions for all competitors, event organizers have decided to reschedule the competition to take place alongside the second stop of the FWT.



Watch the video

January 30, 2017 – Chamonix-Mont-Blanc, France – After careful assessment, local guides and event organizers have determined that due to safety concerns, the fifty-two competitors scheduled to open the season in Chamonix-Mont-Blanc will face off in Vallnord-Arcalís, Andorra. Two competitions will take place at the Andorran ski resort during the event window from February 9-16.

FWT guides attempted to locate a competition face outside of the ski areas on a very remote venue only accessible by foot. Despite a sufficient quantity of snow in region, strong winds have eliminated every possible option for a competition on an out-of-bounds venue in safe snow conditions in the Mont Blanc Valley as well as potential neighboring venues.

Organizers accepted the fact that conditions were difficult in the mountains.

By hosting back-to-back events in Andorra, the FWT aims to guarantee three competitive stops before the first round of qualification cuts are made after Fieberbrunn, Austria.

Event organizers have combined events three times in the past ten years due to difficult snow conditions and/or safety concerns. The upcoming event will be the second time Vallnord-Arcalís hosts a combined contest due to the multiple options for competition sites situated around the ski resort.

Despite the rescheduling of the event, music, après ski activities, and ski and snowboard tests still took place this weekend in the town of Chamonix. In addition, all FWT athletes attended a safety workshop in the coming days to ensure the highest level of safety during the 2017 season.

For the latest information and media update concerning the two upcoming events in Vallnord-Arcalís, stay tuned to www.freerideworldtour.com and FWT social media channels.

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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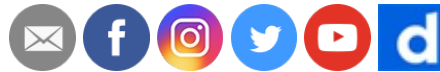
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