



## Press Release

# THE OFFICIAL CALENDAR FOR THE 2017 FREERIDE WORLD QUALIFIER (FWQ) AND FREERIDE JUNIOR TOUR (FJT) IS NOW AVAILABLE!

All event dates of the Freeride World Qualifier and Freeride Junior Tour are now live on [www.freerideworldtour.com](http://www.freerideworldtour.com)

**November 10, 2016 – Lutry, Switzerland** – As snow begins to fall across Europe, the annual crescendo of anticipation for the upcoming season is about to reach its maximum as the dates for the upcoming season's qualifier (FWQ) and junior (FJT) events are now published.

New for this season, longtime leader in snow sports, **Head** has assumed the crucial role as **presenting sponsor** for this year's Freeride Junior Tour while **Tyrolia** will be the **presenting sponsor** of the Freeride World Qualifier circuit at the same time.

*"The constant increase of Freeride World Qualifier and Freeride Junior Tour events around the world is fascinating. The sport is progressing, and ski resorts have realized that freeriding represents an important market share. Partnering with Head and Tyrolia is fantastic news as it brings the strengths of a ski industry leader into freeride grassroots development."*

**-Nicolas Hale-Woods, FWT Group CEO**

*"We are excited to follow the core of our sports in first row. It's a great opportunity for HEAD/TYROLIA to partner up with Freeride Junior Tour and Freeride World Qualifier and support the foundation of freeskiing. Let's get the party started."*

**René Harrer - Sales and Marketing Director HEAD Ski Division**

The strength of the foundation of the sport of freeride is evident this season and is clearly represented by the the record number of participants in the junior and qualifying leagues. The latest cohort of promising riders gives us a glimpse of what to expect in the coming years as the sport rapidly evolves in popularity. Almost 2000 junior riders (FJT) hailing from two regions (Americas and Europe/Oceania) will participate in 73 events across the world. Aspiring adult riders number nearly as much with more than 1800 registered FWQ riders duking it out over nearly 50 events.

FWQ riders having aspirations of competing on next year's elite Swatch Freeride World Tour (FWT) will have to lead their discipline and region, with their top-three results determining their overall ranking. The top-three ski men and the top rider from each of the other three categories per region will earn the prestigious qualification securing their spot alongside the greatest names in freeride on next year's edition of the FWT.

Don't miss your chance to register for this season's upcoming events! Registration for all events will open seven weeks before the event date and is open for a period of three weeks with the exception of the new Hakuba, Japan event which will open November 12, 2016. Riders can currently register, buy their 2017 membership and update their profile on [www.freerideworldtour.com](http://www.freerideworldtour.com) as well as stay tuned to the most up-to-date info concerning competition dates and rider news.

---

## Picture selection

Please mention the copyright: freerideworldtour.com / Photographer's name

---

### CONTACTS

#### **AMERICAS (USA, CANADA) & OTHER COUNTRIES**

FWT Americas Manager  
Tom Winter  
[Tom@freerideworldtour.com](mailto:Tom@freerideworldtour.com)  
+1 303 525 7767 (mobile USA)

#### **UK**

Nadine Carle [nadine@montagnes.uk.com](mailto:nadine@montagnes.uk.com)  
Betony Garner [betonygarner@gmail.com](mailto:betonygarner@gmail.com)  
+44 (0) 790 525 24 60 (Nadine's mobile)  
+44 7779 801691 (Betony's mobile)

**TV DISTRIBUTION**  
**QUATTRO MEDIA**  
[media@4msports.com](mailto:media@4msports.com)  
+49 (0) 8093 572 20



©2016 FWT Management SA | 9 rue Voisinand, 1095 Lutry – Switzerland

[Web Version](#)

[Forward](#)

[Unsubscribe](#)

Powered by **Mad Mimi**®  
A GoDaddy® company