

media release

Berlin, 01. Oktober 2009

freestyle.berlin 09. – 11. October 2009 – Airport Berlin-Tempelhof

## **Boarding completed and ready for Take-off!**

**The best international athletes in snowboarding, freeskiing, FMX and skateboarding are ready to take-off for the first edition of the freestyle.berlin at the former Airport Berlin-Tempelhof. Spectacular action is guaranteed from the 9. – 11. October 2009 on the 32-meter Big Air, the FMX dirtjump and in the vert ramp.**

International top shoots of freestylesport have packed their bags for Zurich and are now heading for Berlin. They are coming from all over the world to compete in the disciplines of snowboarding, freeskiing, FMX and skateboarding. Everybody who is anybody is given the honour for the huge Meet & Greet. Saturday night is the night of the interdisciplinary Crossover Session, where selected competitors fight for the title of 'Crossover Champ 2009'. Besides all the competitions there are parties with an excellent DJ line up and supreme live acts on several stages during the weekend. New trends of various vendors and more information of the freestyle world are showcased in the Label World. The Berlin audience can expect the crème de la crème of freestylesports and a surrounding program with cool sounds and styles.

### **High-flyers of the snowboard scene are ready for take-off**

The Big Air snow ramp with a height of 32 meters height will be on the airfield of the former airport Berlin-Tempelhof and ready to take off from Friday onwards. German representatives on the starting field are Christoph Schmidt and newcomer Elias Elhardt. 17-year old Elias also won the World Junior Pro in 2005 and Christoph got 8th place at the Olympic Games in 2006. Both are facing a tough league of competitors, like Eero Ettala from Finland, who just won the title of the freestyle.champ in Zurich last weekend, the Swatch TTR Champ 2009 Peetu Piironen from Finland and the leader of the Swatch TTR World Tour Rankings Sebastien Toutant from Canada. Sebastian just placed second at the freestyle.ch 2009.

### **International freeski stars in the sky**

Sammy Carlson from the United States who placed second at the X-Games will showcase his talent as well in Berlin. His German competitors are Benedikt Mayer from Munich and Thomas Hlawitschka from Eschenlohe with a full trick portfolio. Canadian X-Games winner in slope style TJ Schiller is coming from far away to Berlin, as well as Jossi Wells from New Zealand, who got first place at the Freeski Open back home. Jon Olsson may even be driving here in his Lamborghini from Monaco with his Swedish fellow countryman and showman Jacob Wester. So far the complete X-Games podium will be present at freestyle.berlin this year, to showcase their brand new tricks in lofty heights.

### **Skateboarder's will twist your head**

The audience will cheer for local skateboarder Jürgen Horwarth. Also into Berlin's vert ramp are dropping in Anthony Furlong from Florida, as well as Renton Millar from Australia, current leader of the WCS ranking 2009 and X-Games Winner 2009. Alex Perelson from the United States, who just won the Maloof Cup and British vert rider Sam Beckett are the youngest in the game. But Alex is also one of the four candidates with Brazilian Sandro Dias, who mastered a 900 in the vert ramp. This daredevil twist will hopefully been shown as well in Berlin-Tempelhof.

### **Ultimate FMX Show presented by Swatch**

It is going to get loud in Berlin-Tempelhof with the sounds of the engines of the FMX bikes! Top names from the international scene are on the course, including FMX Superstar Mat Rebeaud from Switzerland. Swatch and local matador and team rider Busty Wolter are both organising the Swatch FMX Show everyday at freestyle.berlin. For sure Mat Rebeaud & co are also part of the Crossover Session Saturday night to battle it out between the disciplines.

**After-Parties and sweeping live music**

For all those, who still want more after a day with daredevil tricks, the night continues at Berlin-Tempelhof with an excellent DJ line up to guarantee never ending parties. A wild mixture of live-act from electro-punk to rock, from England, Germany and Switzerland is happening on several stages during the weekend. The best thing about your freestyle.berlin ticket (for 18 and over) is that the parties and live-music are all inclusive.

**More information and the complete starter lists are available at: [www.freestyleberlin.de](http://www.freestyleberlin.de)**

**Tickets are available at [www.freestyleberlin.de](http://www.freestyleberlin.de), [www.eventim.de](http://www.eventim.de)**

**freestyle.ch**

freestyle.ch first came to life on the grounds of Zurich's Landiwiese in 1995. Together with his team, its initiator and current OC President Erwin Flury sought to showcase the world of freestyle sports in the middle of the city. From the get-go, freestyle.ch aimed at providing a broad platform for the freestyle culture that combined freestyle sports contests with a freestyle industry fair. The fair has evolved over the years into the time-honoured "Label World" – an indispensable meeting platform for the industry and its customers. freestyle.ch's program of contests has always reflected the latest trends in the freestyle sports scene. Since 2003, a mix of snowboarding, freeskiing, FMXing and skateboarding has proved itself to be a winning combination at freestyle.ch. Alongside its regular program of contests, freestyle.ch has also developed show contest formats such as its «Ultimate Crossover Session», where the disciplines compete against one another in teams. In 2007, international concert acts were put on the freestyle.ch program. In addition to its sports highlights, label fair and concerts, freestyle.ch has also repeatedly served as a platform to non-commercial organizations running prevention campaigns aimed at youth. freestyle.ch also seeks to inject today's youth with a renewed enthusiasm for sports. Over 40,000 spectators visit freestyle.ch annually, its core group ranging between ages 14 – 28. From its early beginnings, freestyle.ch has evolved into the largest freestyle sports event in Europe, offering a combination of sports, music and lifestyle in one event. In 2009, the freestyle.ch format will venture across the Swiss border into Germany, to premiere its «freestyle.berlin» venue.

**Swatch**

Swatch, founded in 1983 by Nicolas G. Hayek and under the presidency today of Arlette-Elsa Emch, is a leading Swiss watch and jewelry maker and one of the world's most fashionable brands. Swatch is a member of the international Swatch Group of Biel/Bienne, Switzerland. The brand has been closely associated for many years with trendy lifestyle and popular sports, through its role as Official Timekeeper at competitive events, the introduction and development of Swatch Pro Teams, and through innovative products like the Swatch Snowpass System, a built-in access technology allowing Swatch watches to serve as ski passes at over 600 winter sports destinations around the world. On the occasion of the first edition of freestyle.berlin, Swatch will present its new Swatch Chrono Automatic Collection to the international press and media.

## Program freestyle.berlin 2009

### Friday, October 9, 2009

18.00 doors open  
19.30 **Skateboard** qualification  
20.00 **Freeski** qualification  
21.30 **FMX** Show presented by Swatch  
22.00 **Snowboard** qualification  
23.00 Concert: **Warren Suicide, Electro-Punk (GER)**  
afterwards **Party** until 04.00 (only 18 and over)  
freestyle.berlin floor: **DJs Urban Knights (GBR)** presented by Swatch  
Skullcandy floor: **Wax Wreckaz DJ Crew (AUT)** presented by Zimtstern

**Label World** 18.00 to 23.00

### Saturday, October 10, 2009

11.00 doors open  
14.00 **Skateboard** qualification  
15.00 **Freeski** qualification  
16.30 **FMX** Show presented by Swatch  
17.00 **Snowboard** qualification  
18.00 concert: **Twin Atlantic, alternativ (GBR)**  
19.15 concert: **ricoloop, One-Man-Jam (GER)**  
20.30 **The Ultimate Crossover Session:** Snowboard, Freeski, FMX, Skateboard  
22.00 Concert: **Dan Dryers, Rock (GER)**  
23.00 **Pirate Snowboard-Moviepremiere "Jolly Roger"** presented by Zimtstern  
afterwards **Party** until 04.00 (only 18 and over)  
freestyle.berlin floor: **DJs FRA DIAVOLO aka Totze&Teute from the Beatsteaks (GER)**  
Skullcandy floor: **DJs Drifter & Mortensen (SUI)** presented by Zimtstern

**Label World** 11.00 to 23.00

### Sunday, October 11, 2009

11.00 doors open  
13.30 **Skateboard** final  
14.15 **Freeski** final  
15.15 **FMX** Show presented by Swatch  
16.00 **Snowboard** final  
17.00 **Superfinals:** Freeski, Skateboard, Snowboard  
17.45 **FMX** Show presented by Swatch  
18.00 **award ceremony** freestyle.champs

**Label World** 11.00 to 19.00

Event-DJs: DJ Moses, DJ El Mano, Wingman DJ Silvio

\* subjects to change

## freestyle.berlin 2009 – In short

Freestyle sports	Snowboard, Freeski, FMX and Skateboard			
Dates	October 9 -11, 2009			
Opening Hours	Friday	18:00 – 02:00		
	Saturday	11:00 – 02:00		
	Sunday	11:00 – 19:00		
Venue	Airport Berlin-Tempelhof, Germany			
Admission/ Advanced tickets		Adults	Students/Youth (10-16)	Children (10 and below) Family Ticket
	Friday	€ 12.-/9,-	€ 8.-/6,-*	free
	Saturday	€ 28.-/22,-	€ 22.-/16,-*	free
	Sunday	€ 18.-/14,-	€ 15.-/11,-*	free € 38,-/30,-*
	3-Day Pass	€ 50.-/40,-	€ 38.-/30,-*	free
Contests	International Invitational Contests for the «freestyle.champ» title: Snowboard Big Air; Freeski Big Air (40m high!) Dirt Jump, Skateboard Vertramp and FMX Show presented by Swatch The Ultimate Crossover Session: the king of air among all the snowboarders, freeskiers, FMX riders and skateboarders will be crowned «crossover.champ»			
Prize Money	Over \$79,000			
Party:	for free, over 18 years old, assorted floors			
Installations	Big Air Snowramp, FMX Dirt-Jump, Vertramp			
Sponsors	Swatch			
Partner	Red Bull, Air Berlin			
Mediapartner:	DSF, 104.6 RTL, Tip Berlin, MBM, Skiing, MotoX, Skateboard, Downdays, Sport2.de, Funsporting.de, Freecaster.tv, Method TV			
Organizers	fsi Marketing GmbH, Brunnenstrasse 196, 10119 Berlin			
Info	www.freestyleberlin.de (also Mediainfos/ Presspics) Tel: +41 (0)43 444 7 444, E-Mail: info@freestyleberlin.de			
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