

Media release

Berlin, August 5 2009

freestyle.berlin from October 9 to 11 2009 – Airport Berlin-Tempelhof

First top athletes confirmed for freestyle.berlin

From October 9 to 11 2009 the international elite of the freestyle sports are taking off again at Airport Berlin-Tempelhof: Top-class action is guaranteed with snowboarder David Benedek (GER), freeskiier Benedikt Mayr (GER), FMX superstar Mat Rebeaud (SUI) and Skateboarder Renton Millar (AUS).

For the first time ever Berlin is the host for the topstars of the scene for the freestyle.berlin. With the confirmation of the first top names and the sponsor Swatch fireworks with best freestyle sports action are guaranteed at the Airport Berlin-Tempelhof for the offbeat 2009. The impressive buildup already starts a week ahead to cope with the enormous amount of "dirt" for the two Dirt Jumps for the FMX, one of them is also rainproof.

The discipline skateboard is happening in a 16m wide and 4,30m high vertramp. For snowboard and freeski it goes 40m high up in the air on the Big Air Snowramp. From the top it is 90m on snow downhill. This construction carries 250t of snow, which is being produced on site. Each discipline in itself is a sensation but furthermore freestyle.berlin offers more and invites for the Crossover Session to compete against each other to find the ultimate crossover.champ in Berlin.

Snowboard: International top stars are competing against German's favorite

Germany's snowboard star is David Benedek, who has already confirmed his participation as well as olympia rider 2006 Christophe Schmidt from Munich. Christophe is already practising for the next Olympia 2010 and is doing a stop over on the airfield of Berlin-Tempelhof. He does not underestimate his international competitors, who are Scotty Lago, Snowboard-Pro from the USA as well as the finnish Peetu Piironen, who ended as Worldcup Champ in the Swatch TTR-Saison 2008/09. Stefan Gimpl will make his way from Austria to compete in the first freestyle.berlin 2009 season.

Freeski: Competition between top riders Dumant, Schiller and Wester

All Berlin will hold the breath for Benedikt Mayr in Berlin-Tempelhof while he shows his best against the international elite in freeski. Confirmed riders are Simon Dumont (USA), who got second at the Winter X Games 2008 in the Quarterpipe and also went for gold at the Winter X Games 2009 in Big Air, Jacob Wester (SWE), the winner of freestyle.ch 2008 and TJ Schiller (CAN), who won the discipline Slopestyle at the Winter X Games 2009. Jacob and TJ will also have their prior duel at the upcoming freestyle.ch, may the better one win.

FMX: Local hero Busty Wolter or superstar Mat Rebeaud?

It is not going to be easy for local hero Busty Wolter to face the international elite in FMX. Superstar and SWATCH rider Mat Rebeaud from Switzerland will do everything for the victory, just recently he missed gold at the X Games. Lance Corey (USA) and Petr Pilat (CZE) have also confirmed their participation for freestyle.berlin.

Skateboard: Home field advantage for Jürgen Horrwarth in vert

Confirmed for vert is Renton Millar from Australia, who is ranked first on the WCS-Ranking (World Cup Skateboarding) right now, as well as local Jürgen Horrwarth, who is challenged by the youngster Adam Taylor from California in his hometown. Adam is one of the few, who also masters the mega ramp and has outgun Jürgen this year already at the Maloof Cup and at the World Championships in Boston. But luckily the card are being reshuffled each time in the vert.

Ticket sale has started!

Tickets are available on www.freestyleberlin.de, www.eventim.de

Attention: Special Early-Bird offer until September 18, 2009.

More information at www.freestyleberlin.de.

freestyle.ch is happening September 25 – 27, 2009 in Zürich: www.freestyle.ch

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-honored "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

Founded in 1983 by Nicolas G. Hayek, SWATCH is one of today's leading Swiss jewelry and watch makers and one of the trendiest fashion brands in the world. The first SWATCH took the world by surprise with its provocative spirit, innovative design and phenomenal success. Always at the frontier of fashion, SWATCH continues to surprise and set the course with its annual set of four collections of innovative designs (Spring/Summer, Summer Sport, Fall/Winter, Winter Sport as well as its special collections for Christmas, the Chinese New Year, Valentine's Day, Mother's Day and art). Furthermore SWATCH is known in the extreme sports (FMX, surfing, snowboarding, free skiing, BMX) and beach volleyball for its passionate support in this world of sports.

Program freestyle.berlin 2009

Friday, October 9

18.00 Doors Open
19.00 FMX Qualification
19.30 Skateboard Qualification
20.00 Freeski Qualification
21.00 Concert
22.00 Snowboard Qualification
23.00 End of program

Label World open until 23.00, **Bars and restaurants** open until 24.00

Party from 23.00 until 04.00

Saturday, October 10

11.00 Doors open
14.00 Skateboard Qualification
15.00 Freeski Qualification
16.30 FMX Qualification
17.00 Snowboard Qualification
18.30 Concert
20.30 The Ultimate Crossover Session: Snowboard, Freeski, FMX, Skateboard
23.00 End of program

Label World open until 23.00, **Bars and restaurants** open until 24.00

Party from 23.00 until 04.00

Sunday, October 11

11.00 Doors Open
13.30 Skateboard Finals
14.15 Freeski Finals
15.30 FMX Finals
16.00 Snowboard Finals
17.00 Superfinals: Snowboard, Freeski, FMX, Skateboard
18.00 Prize-giving freestyle.champs
19.00 End of program

Label World open until 19.00, **Bars and restaurants** open until 19.00

* Subject 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	
	(*=early bird prices until September 18)				
Contests	International Invitational Contests for the «freestyle.champ» title: Snowboard Big Air; Freeski Big Air (40m high!) FMX (Freestyle Motocross) Dirt Jump and Skateboard Vertramp 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 US \$110,000				
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, Onboard, Downtdays, Sport2.de, Funsporting.de, Freecaster.tv, Mpora.com				
Organizers	fsi Marketing GmbH, Brunnenstrasse 196, 10119 Berlin				
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