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SkiStar Åre: Åre Bike Festival - This summer's big bike fest

July 2 is the start of the second edition of Åre Bike Festival. For the following nine days Åre fills up with bicycle enthusiasts from around the world and all the activities breath of bicycling. The schedule includes downhill races, extended opening hours in the lift system and clinics with some of the bike world's biggest stars. As well as a big photo contest.

For the second consecutive year the local bike club, Åre Bergscyklister, organizes summer's sweetest bike week. On June 2 to 10 Åre offers cycle activities beyond the ordinary with the simple aim to let people enjoy as

much as possible of Åre's great cycling. There are guided tours, competitions, camps with among others world star Darcy Turenne, downhill, dirt and cross country for all regardless of age or previous experience.

The lift system in Åre Bike Park will have extended opening hours, including a chance to ride in the midnight sun when the cable car is open until 22:00. Some more highlights of the festival will be the cross country race Pilgrimsloppet starting and finishing at Åre old church, the downhill race Scott Chain Less in Åre Bike Park and the all mountain race All Mountain Classic.

Also taking place during Åre Bike Festival is the photo contest Scandinavian Photo Challenge by Nikon. An invitational where five of the world's top cycling photographers using a team of world renown riders are given the task of creating a five-minute slide show expressing his vision of biking in Åre. The slideshows are presented during a gala evening on Friday, 8 July where the winners are chosen by a jury of experts.

More information and full program of the festival is available at www.arebikefestival.com

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Press pictures regarding Åre Bike Festival are available at [Skistar Åre's press room](#)

Briefly about Åre:

Åre is the alpine capital of Scandinavia with an international atmosphere. The trains arrive right in the middle of town and there are two international airports within just over one hour's drive. In 2007, Åre hosted the FIS Alpine World Ski Championships which tells something of the standard of the pistes. Besides skiing, there are many restaurants for culinary sensations, buzzing nightlife, a wide offering of activities and an amazing selection of shops for

the size of this town.

Briefly about SkiStar:

The SkiStar AB (publ) B shares are listed on the OMX Mid Cap Stockholm; the group owns and operates the ski resorts at the alpine skiing destinations Sälen, Åre and Vemdalen in Sweden together with Hemsedal and Trysil in Norway. The market share in Sweden amounts to 50%, in Norway 29% and overall in Scandinavia 41%. The group's core business is alpine skiing with the guests' experience in focus. The list of other activities includes accommodation agency, ski schools and ski rentals.

Contacts



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