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## SkiStar Åre: First one down Mt Åreskutan in a spectacular mass downhill race

Hundreds of skiers and snowboarders, an empty ski hill and afterwards, a tempting après-ski event; on 24 April, the Red Bull Home Run returns to Åre for the second year in a row. And the competition format is simple: everyone starts at the same time, dashes to the equipment and competes to be the first one down the peak.

The success event from last year is coming back to Åre. On 24 April it is once again time for hundreds of competitors to make it down as fast as possible from the top of Mt Åreskutan to the awaiting après-ski at Timmerstugan by

the cable car base station, Kabinbanan. Each one starts without skis or snowboard, and when the start signal sounds everyone will run the hundred or so metres to the equipment and set off as quickly as possible. The rest is easy – the first one down is the winner.

**Red Bull Home Run** is a competition open to everyone on skis or snowboard, no matter the level of skills. You may be challenging yourself, your mates or everyone else in the 800 vertical metres race.

The race will run on an empty peak after the day's closing of the lifts on a course specially designed for the event.

**The faster you make it down** the earlier you can take on the après-ski at Timmerstugan. Much action and music is expected and the ambition is to make of this the most frequented après-ski event of the year. Last year attracted almost one thousand guests.

Prizes will be awarded to the fastest **skier and snowboarder**. There will also be a special prize for the skier wearing the most **creative clothes**.

Who will you be challenging in this year's craziest mountain event?

**Read more** about the event at [Skistar.com](http://Skistar.com)

**For registration and information** click on [Redbull.se](http://Redbull.se)

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### **About Åre:**

Åre is the alpine capital of Scandinavia with an international atmosphere. The trains stop 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. Åre is a first-rate winter tourism destination, the number of skier days in Åre during the season 2009/10 amounted to 1 060 422.

### **About SkiStar**

The SkiStar AB (publ) B shares are listed on the Nasdaq 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.

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## Contacts



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