



Feb 23, 2011 16:50 CET

SkiStar Åre: Jon Olsson's and Jens Byggmark's bet becomes super event in Åre

JOI moves forward one week and joins forces with 'Vattenfall Alpine Challenge by Jon Olsson & Jens Byggmark'. The bet between the two alpine athletes takes on new dimensions to form a challenge from Jon and Jens to the alpine world athletes.

- Jens and I show that we take our bet seriously and are now jointly challenging the world alpine skiing elite. By combining JOI with Alpine Challenge we are creating a crazy event involving both the alpine world

racers and the coolest extreme riders of the world, says Jon Olsson.

The popular event **JOI will because of that change dates to 22-23 April** while we proudly introduce **Vattenfall Alpine Challenge by Jon Olsson & Jens Byggmark**. A couple of years ago, Jon Olsson made a bet with alpine top racer Jens Byggmark that he would make it to the Swedish GS team for the Olympic Winter Games 2014. And thus, in line with his own additional career, Jon is also expanding his so popular event Jon Olsson Invitational.

The set up for the JOI will be the same as before, however with an even more awesome jump. Meanwhile, Jon promises even more adrenalin shots in the unique Alpine Challenge where the skiers will face a riveting parallel slalom. All this on a new date but in the same venue – Åre, of course.

Schedule:

22nd Of April ..

- *20 00-22 00 Big Air and VAC Qualifications*

23rd of Aril

- *17 00- Training*
- *19 00 Gates Open*
- *20 00- Event starts*
- *22 00 Price giving*

For more information visit: <http://www.jon-olsson.com>

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Or visit <http://www.skistar.com/en/Åre/Event/Jon-Olsson-Invitational/>

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. Åre is a first-rate winter tourism destination, the number of skier days during the season 2009/10 amounted to 1 060 422.

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.

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