



Mar 07, 2011 16:14 CET

SkiStar Åre: Mogul ski party this week in Åre

For the fourth year in a row the world's best mogul racers are gathering in Åre for yet another event in this, perhaps the most thrilling spectator sport in the world of ski racing. Come and watch the world elite racing on Friday and Saturday and try skiing the moguls on the test course in the Stjärnbacken piste all of week 10.

- Mogul skiing is the greatest skiing you can watch. It's a mixture of rock n' roll, acrobatics and the highest level of skiing, says Anders 'Mascot' Olofsson, World Cup Manager.

The ruling Olympic Champion Alexandre Bilodeau from Canada together with the recent World Champion Guilbaut Colas from France are two of the biggest names to take on the 210 metre long racecourse featuring two jumps and a gradient of 26.5 degrees to the sound of the music pumping all over the Åredalen valley from the 75 000 watt loudspeakers.

- We always look forward to coming back to Åre. Åre is one of the peak stops on the tour with a superb event, friendly people and always plenty of snow, says Lasse Fahlén, coach for the US team, arriving in Åre on Tuesday.

During week 10, Åre will be packed with world-class athletes and intense ski action. In addition to this, Emil Eriksson of the Swedish team will be at hand to help those who want to try skiing the moguls on the specially designed mogul course at Stjärntorget.

Race week programme:

Tuesday March 08

Athletes Arrival day

Riders lunch, Are bakery

Music winter night, Are church 19.00

Wednesday March 09

Training Moguls Ladies & Men **10.00–13.00**

Riders lunch, Are bakery

Thursday March 10

Training Moguls Ladies & Men **10.00–13.00**

Riders lunch, Are bakery

Try Mogul skiing, Trygg Hansa/Skistar Mogul Arena, Stjärnbacken, **10.00-1600**

Samsung Mogul challenge, Trygg Hansa/Skistar Mogul Arena, Stjärnbacken **12.00-14.00**

Après ski “Patriks Combo” Tott Hotel

Horse racing Lake Are, **16.00**

World Cup Rock@Bygget **23.00**, TBA

Friday March 11

Moguls – Ladies, qualification **10.30**

Try Mogul skiing, Trygg Hansa/Skistar Mogul Arena, Stjärnbacken, **10.00-16.00**

Samsung Mogul challenge, Trygg Hansa/Skistar Mogul Arena, Stjärnbacken **12.00-14.00**

Moguls – Men, qualification **12.15**

Moguls, Final 15.00

Après ski , “Smalare an Tord” Tott Hotel

SM Rally Are center/ Lake Are **18.00**

Saturday March 12

Moguls – Ladies, qualification **10.30**

Try Mogul skiing, Trygg Hansa/Skistar Mogul Arena, Stjärnbacken, **10.00-16.00**

Samsung Mogul challenge, Trygg Hansa/Skistar Mogul Arena, Stjärnbacken **12.00-14.00**

Moguls – Men, qualification **12.15**

Dual Moguls Final 15.00

Après ski , “Smalare an Tord” Tott Hotel

For more information visit skistar.com

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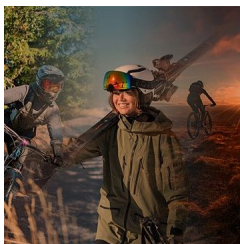
Briefly about Åre:

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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