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Olympic medallist Jesper Tjäder appointed new ambassador for SkiStar: Developing the best snow parks for everyone

Top freeskiier and Olympic medallist Jesper Tjäder is to join SkiStar's national team and become one of the company's ambassadors. Jesper's main responsibility will be to jointly develop SkiStar Snow Parks under the "SkiStar Snow Park by Jesper Tjäder" at SkiStar's mountain destinations for all ages and levels already under construction in the new Stockholm Hammarbybacken.

“It’s always been my dream to be able to help more people discover the joy, community and magic of skiing, especially the possibilities offered by a Snow Park, where I started my career myself and still love best. I hope my collaboration with SkiStar will make more people feel welcome and discover how fun it is for young and old, regardless of their level of expertise, to socialise and develop their skiing together in SkiStar’s parks,” says **Jesper Tjäder**.

Tjäder has competed in the world’s most prestigious competitions including three Olympics, winning the bronze at Beijing in 2022 in Slopestyle. He was also a popular leader at SkiStar Olympic Youth Camp this summer, something SkiStar also plans to develop further with Jesper.

Development of a summer variant of the SkiStar Snow Park in the new Stockholm Hammarbybacken, which will open on 7 September, is underway. This will be home to SummerSki, Sweden’s first modern summer skiing venue, covering almost 9,000 m² in the form of artificial grass down the mountain to reproduce the sensation of snow skiing. A custom-made SkiStar Snow Park designed by Tjäder **is being added to the SkiStar Snow Park by Jesper Tjäder**, with around 10 fun elements, such as rails and boxes, to make skiing even more fun. This is just the start and as part of collaboration, more parks will be developed at SkiStar’s mountain destinations.

“We are extremely excited about Jesper joining our team. He’s not only a skilled athlete but also a very popular and inspiring freeskiier in this growing sports community. We see our parks becoming increasingly popular among children and young people, which is why we’re investing in this and want to take a leading position in offering world class parks for everyone,” says **Stefan Sjöstrand, CEO of SkiStar AB**.

More about SkiStar ambassadors: <https://www.skistar.com/en/summer/sports-adventures-ambassadors/>

SkiStar Stockholm

Hammarbybacken: <https://www.skistar.com/en/hammarbybacken/>

SkiStar Snow Parks: <https://www.skistar.com/en/winter/skistar-snow-parks/>

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Press photos can be found on SkiStar's press website:
https://www.skistar.com/en/press/#/latest_media and on SkiStar's Flickr
account: <https://www.flickr.com/photos/skistar/albums>

SkiStar in brief:

SkiStar AB (publ) is listed on the Mid Cap list of the Nasdaq Stockholm exchange. The Group owns and operates alpine ski resorts in Sälen, Vemdalen, Åre and Hammarbybacken (Stockholm) in Sweden and Hemsedal and Trysil in Norway. Operations are divided into three segments: Operation of Ski Resorts, Property Development & Exploitation and Operation of Hotels. As the leading holiday tour operator for Scandinavia, SkiStar's business concept is to create memorable mountain experiences, develop sustainable destinations, offer accommodation, activities, products and services of the highest quality with our guests in focus. For further information, please visit www.skistar.com/en/corporate

Images and videos in SkiStar's Newsroom can be freely used along with information about SkiStar and/or SkiStar's destinations and products.

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