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SkiStar Åre: Red Bull Crashed Ice in Åre

The Red Bull Crashed Ice event will take place on Saturday 18 February in Åre, from 18.00 until approximately 20.00. The start is built up on the hill above the E14 highway, diagonally to the right above Timmerstugan and the finish area in the town centre, at Åre Square. Admission to the event is free. Download the Red Bull Crashed Ice app to stay updated on progress!

Admission to the event is free. You won't need to buy tickets.

SCHEDULE

Keep track on Red Bull's web site for updates. There will be information screens at Åre Square as well as an information centre at Tott Hotell from

week 7 (race week).

Thursday 16 Feb:

13.30 - 15.00: Nordic qualification heats

16.00 - 19.00: Après-Skate at TOTT Hotell

22.00 - 02.00: Red Bull Crashed Ice party at Dippan. DJ: Norman Doray.

Minimum age: 18 years.

Friday 17 Feb:

12.45 - 14.30: International qualification heats

19.00 - 20.30: Elimination: the 64 fastest contestants proceed to Saturday's finals

21.00 - 02.00: Red Bull Crashed Ice party at Bygget. DJ: SeBJak. Minimum age: 18 years

Saturday 18 Feb:

18.00 - 20.00: FINAL

21.00 - 02.00: Party of the year: Red Bull Crashed Ice After Party at TV4 Sport Arena.

DJ: Laidback Luke. Minimum age: 18 years

RED BULL CRASHED ICE AFTER PARTY

Make sure not to miss the great party after the event with famous DJ Laidback Luke setting the pace! On Saturday 18 February at TV4 Sport Arena, in Holiday Club. The doors are open from 21.00. Minimum age: 18 years.

Tickets: TICNET

Cost: 250 SEK

In case you have any questions regarding the event...

Please send an e-mail to crashedice@se.redbull.com

What is Red Bull Crashed Ice?

Since the very first race in 2001, Red Bull Crashed Ice has developed into one of the world's toughest and most extreme winter sport events. Ice-hockey aces crashing down ice courses up to some 500 metres long in heats of four; shoulder to shoulder fighting for the victory. The competition which runs down a steep ice course includes jumps, rollers and narrow turns. The rules are quite simple: first one down is the winner. In Red Bull Crashed Ice the

athletes reach speeds around 70 km per hour. The competition is tough and only the fastest will proceed to the next round. Out of the 64 skaters starting in the final only one can be crowned World Champion.

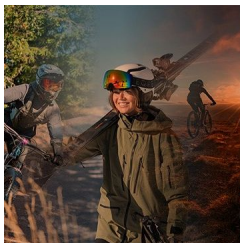
About Åre:

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, 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 with about one million skier days. The distribution among SkiStar Åre's guests is 71% Swedish and 29% international guests.

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 48%, in Norway 29% and overall in Scandinavia 39%. 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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