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SkiStar Åre: Skiing turns showtime when Jon Olsson takes on Åre

The world's greatest Big Air stars: Henrik Harlaut and Tanner Hall in the company of many others are in place in Åre to take part in the 2013 edition of [Jon Olsson Invitational - JOI](#). The event now also includes the parallel slalom competition Betsafe Alpine Challenge, BAC, with many contestants from the men's alpine elite. The background to this inclusion is the wager between freestyle legend Jon Olsson and new co-organiser and alpine ski ace Jens Byggmark.

Jon Olsson Invitational is hitting [Åre](#) this weekend for the eighth time, adding

higher kicks and sharper tricks by the year; always presenting the uppermost world elite riders. This year will see the participation of X-Games winner and Åre resident Henrik Harlaut head to head against other super stars such as Tanner Hall. Jon Olsson has previously declared that the level of this year's JOI will be the highest ever.

- The kick is 1.20 metres higher than last year's and in perfect shape. I'm pretty sure we are going to see really spectacular jumps, at least triples to make it to the final. I am super-stoked that both Henrik Harlaut and Tanner Hall are here for the event. And of course, it is so important for me to beat Byggmark in the parallel slalom race, says Jon Olsson.

Following a wager with his mate, alpine ski racer Jens Byggmark, Jon Olsson a few years ago resumed his alpine career with the objective to qualify for the Swedish Giant slalom team to the Olympic Winter Games in Sochi 2014. On the back of this, JOI has grown to also include the parallel slalom race Alpine Challenge, which, starting from this year, is co-organised by Jens Byggmark.

- I feel great being here in Åre as a partner and to present a great show in favour of skiing. I also love that it is a town event staged in the evening. It will be a great show for the spectators. But most important of it all is to beat Jon, says Jens Byggmark.

About the event:

The 5-6 April will see Jon Olsson Invitational (JOI) and Betsafe Alpine Challenge (BAC) being staged in Åre, JOI for the eighth time running, Alpine Challenge for the third consecutive year. 30 of the world's best riders will strive for the best Big Air jump while 16 of the world's best alpine racers take part in the prestigious parallel slalom race. The events run concurrently.

JOI and BAC both admit free access to the spectators and the venue for both is the National Alpine Arena adjacent to the VM8 lift in central Åre.

Qualification heats: Friday 5 April at 19.00

Finals: Saturday 6 April at 19.00

Poster signing at Åre Square on Saturday 6 April at 14.00.

[More information and results >>](#)

On Saturday 13 April, at 19:00 CEST, a 45-minute summary of the event will be broadcast on TV4 Sport, also available on TV4 Play.

Press accreditation:

Magnus Ljungström, tel. +46 705806800

More information:

Helena Engelbrecht, Information Manager Skistar Åre

Tel. +46 703956271

E-mail: helena.engelbrecht@skistar.com

More information about SkiStar AB:

Linda Wasell, PR Manager, SkiStar AB

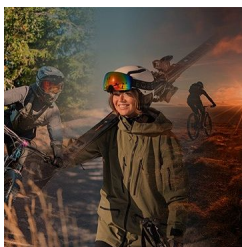
Tel. +46 706747474

E-mail: linda.wasell@skistar.com

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.

Contacts



Press Service (emergency inquiries only)

Press Contact

press@skistar.com

+46 10 810 96 26