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SkiStar Åre: 10th anniversary for Jon Olsson's event in Åre

Jon Olsson is celebrating ten years as an event organiser in Åre with a great show featuring several of the world's best freeriders in the Head Big Air. In concert with the freestyle show some of the alpine World Cup top racers will take part in the parallel slalom event Betsafe Alpine Challenge; this year also including female athletes such as Olympic gold medallist Julia Mancuso and the Swedish alpine aces Maria Pietilä Holmner and Anna Swenn-Larsson.

2005 saw the first edition of Jon Olsson's event in the form of [Jon Olsson Invitational](#) in [Åre](#). Since then, the event has returned every year in various

forms but always based around a gigantic big air jump. The last few years the event has been complemented with an alpine race in the form of the dual slalom competition [Betsafe Alpine Challenge](#).

The events are staged side by side in the Swedish National Alpine Arena in Åre and are expected to draw thousands of spectators

- Being injured this year I have had a ton of time to work on JOI with extra focus on the details and this will clearly mean a great show for the spectators. This year the starting list is looking stronger than ever before with Olympic medallists from Sochi in the game, both among the ladies and the men, comments Jon Olsson.

Some of the riders fighting for the victory in Head Big Air are Henrik Harlaut, Joss Christensen – *Olympic Gold Slopestyle Sochi*, Gus Kenworthy – *Olympic Silver Slopestyle Sochi*, Nicholas Goepper – *Olympic Bronze Slopestyle Sochi*, Torin Yater Wallace, Elias Ambuel, Vincent Ganger, Jossi Wells, Kai Mahler, Jesper Tjäder, PK Hunder, Luca T, Alexander Aurdal and Alex Beaulieu Marchand.

In the Betsafe Alpine Challenge the starting list includes the Swedish alpine racers Hans Olsson and Mattias Hargin together with the recent Olympic medallists Austrian Mathias Mayer – *Downhill Gold* and Kjetil Jansrud – *Super-G Gold and Downhill Bronze in Sochi*. The ladies' list features the Swedish World Cup athletes Maria Pietilä Holmner and Anna Swenn-Larsson as well as the American Olympic Gold winner Julia Mancuso – *Super Combined Gold in Sochi and Olympic Giant slalom Gold in 2006*.

The show starts on Friday 11 April with the qualification rounds from 19.00. The finals start on Saturday 12 April at 19.00.

More information at joinvitational.com

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[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 as well as [Hammarbybacken](#) in Stockholm. The market share in Sweden amounts to 49%, in Norway 28% 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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