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## SkiStar Åre: World Cup festival in Åre in March

**The last week of the Swedish school holidays when the kids from the region flock to Åre will coincide with double World Cup events in Åre, for the very first time. The weekend 9-10 March the double events will attract the world's best female alpine skiers together with the leading mogul athletes to Åre to fight for so-desired World Cup points.**

The concept of staging twin World Cup events is brand new. The Alpine World Cup disciplines slalom and giant slalom will take place in Sweden's National Alpine Arena whereas the Freestyle World Cup competitions will run

in the Slalombacken piste, right above the town centre. The moguls' finals of the Freestyle event will take place late in the afternoon thus making it possible for the spectators to make it from one arena to the next and watch both the alpine and mogul ski races live.

- Åre is a very popular host of events of this kind. Our ambition is stage regular World Cup competitions and we are also aiming to host another World Championship event. With a facility such as Sweden's National Alpine Arena of high international standard with good spectator capacity and world-class floodlighting system, our chances should be very good, says Niclas Sjögren Berg, Destination Manager SkiStar Åre.

In total more than 450 athletes and coaches representing 18 nations will come to the World Cup events in Åre. The races will be broadcast all over the world via a large number of TV and radio channels reporting live from Åre.

- By increasing the awareness of Åre outside Sweden we are reaching international audiences and potential new guests, explains Niclas Sjögren Berg, Destination Manager SkiStar Åre.

The share of international guests has grown by 6% since 2006 and during the season 2011, SkiStar Åre had 29% international guests.

Admission to the events is free. For more information about the World Cup events in Åre: [www.worldcupare.se](http://www.worldcupare.se)

Photo cred; Jonas Linder

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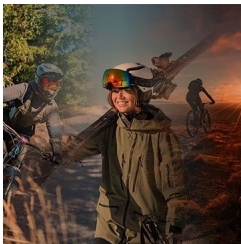
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**About SkiStar:**

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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