



Press release

LAAX named world's best freestyle resort for the fourth time LAAX OPEN 2020 with the World Cup in Slopestyle and Halfpipe, lots of music and a new crossover event on the agenda

(LAAX, Switzerland – December 2019) – The Flims-Laax-Falera destination in Graubünden has begun daily winter service. LAAX has even been elected as the 'world's best freestyle resort' at the World Ski Awards for the fourth time in succession. The slopes and parks up on the mountain are growing, and this is all clear from afar thanks to the Inside LAAX app. The longing for winter, snow and freestyle arises. LAAX is starting off the new decade with the top-class international event, the **LAAX OPEN, from 13 to 18 January 2020**. This is the perfect opportunity to celebrate and be amazed.

High-class performances at FIS World Cup and OPEN competition

Shaun White, Chloe Kim, Iouri Podladtchikov, Jamie Anderson, Kelly Clark, David Wise – all of these riders have been victorious at one of the prestigious OPEN competitions in LAAX and at the Olympics. Pitting oneself against others in competition is an age-old concept. The World Cup is the highest officially recognised sporting stage this season. And top-class performance is again guaranteed in 2020 at the finals of the Slopestyle (12 p.m. on 17/1/2020) and Halfpipe (5.30 p.m. on 18/1/2020) events, when the world's top professional snowboarders lay on their tricks in the battle for points, titles and prize money. Starting in this winter the LAAX OPEN will also feature a more playful method of expression.

LAAX OPEN TAG TEAM crossover slopestyle session

The premiere of the LAAX OPEN TAG TEAM crossover slopestyle session, a new type of side event, is eagerly anticipated. This is a freestyle showcase that will play out in the top part of the Kicker Pro-Line. For the first time freeskiers and snowboarders will go united for a title. They will be part of mixed teams, of which there will be six in total. Each team consists of a snowboarder, a freeskier and a woman. The same applies to the composition of the judges, who will assess the overall impression of the freestyle squads. The lady of the jury is already in place: **Nicola Thost**. Who will join the first ever snowboard halfpipe Olympic champion and score the decisive point to make it to the next round?

The LAAX OPEN TAG TEAM is clearly organised for spectators and gives free rein to the riders' creativity. The knockout-style approach will enrich the whole event and promote freestyle at its purest. The action begins at 12.30 p.m. on Saturday 18 January 2020 on Crap Sogn Gion.

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Together, not coexistent

'We are consciously moving in a new direction. Skiers and snowboarders taking part together. In the same session. This is a logical step in my eyes. This is how it is day in, day out on the P60 and in the snow parks of LAAX,' says **Reto Poltera**, president of the organising committee for the LAAX OPEN and member of the management team at the Weisse Arena Gruppe, where he is responsible for sports and leisure. Poltera, formerly a professional boardercross rider, is above all a man of action and a keen surfer, which he believes is at the basis of everything.

Silvana Casutt, working for LAAX Events and generally a freeskier, is most looking forward to the joint session: 'I think it's great that we're all on the same level. Skiers, snowboarders, girls and boys.'

For the shapers, too, it's all about riding together at the LAAX OPEN TAG TEAM crossover session: 'This is the right approach. At the end of the day, we're all doing the same thing. We ride over rails and jumps and have fun in the snow,' says Luca Kuppelwieser, snowboarder and head shaper at Snowpark LAAX.

The same applies to everyone who is planning to visit the LAAX OPEN 2020. There are many opportunities in store in and out of the snow. The complete program will be published on the next site and is available online at www.laax.com/open.

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LAAX OPEN 2020
Communication & PR || Astrid Nehls
+43 (0)676 4314410 || +41 (0)79 9024215



LAAX OPEN 2020 – PROGRAM

(subjects to change/status Dec 12, 2019)

11/01/2020

CRAP SOGN GION – GALAAXY

09:30 Slopestyle Training (all competitors) @Slopestyle

12/01/2020

CRAP SOGN GION – GALAAXY

09:30 Halfpipe Training (all competitors) @Halfpipe

09:30 Slopestyle Training (all competitors) @Slopestyle

13/01/2020

CRAP SOGN GION – GALAAXY

08:30 Slopestyle Qualifications Men / Women @Slopestyle

09:30 Halfpipe Training (all) @Halfpipe

14/01/2020

CRAP SOGN GION – GALAAXY

08:45 Halfpipe Qualifications Men / Women @Halfpipe

10:00 Slopestyle Training (Semi-finalists) @Slopestyle

rocksresort

14:30 LAAX OPEN village (drinks, music, culture) @rocksresort

15/01/2020

CRAP SOGN GION – GALAAXY

10:00 Halfpipe Training (Semi-finalists) @Halfpipe

10:00 Slopestyle Semi-Finals Women @Slopestyle

12:45 Slopestyle Semi-Finals Men @Slopestyle

rocksresort

14:30 LAAX OPEN village (drinks, music, culture) @rocksresort

16/01/2020

CRAP SOGN GION – GALAAXY

10:00 Slopestyle Training (finalists) @Slopestyle

10:00 Halfpipe Semi-Finals Women @Halfpipe

12:15 Halfpipe Semi-Finals Men @Halfpipe

17:30 Halfpipe Training (finalists) @Halfpipe

rocksresort

14:30 LAAX OPEN village (food, drinks, music, culture) @rocksresort

21:00 Live Concert: Alyona Alekhina & Band @Indy Bar

21:00 Digger Session: Ron Shiller @Riders Hotel Lobby

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WORLD SNOWBOARDING

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SNOWBOARD WORLD CUP

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17/01/2020

CRAP SOGN GION – GALAAXY

10:00	Halfpipe Training (finalists)	@Halfpipe
11:15	Slopestyle Training (finalists)	@Slopestyle
12:00	Slopestyle Finals	@Slopestyle
12:00	Dr. Fad-r & La Febbre (Goldfinger Brothers)	@Slopestyle & Satellite
13:45	Slopestyle Prizegiving Ceremony	@Satellite

rocksresort

08:30	LAAX OPEN village (food, drinks, music, culture)	@rocksresort
09:00	Burton StepOn Tetrade Tour	@rocksresort
16:00	DJ Nutscuts	@Indy Stage
18:00	Red Bull Car: Ruben from Asia	@rocksresort
20:00	Live Concert: Psych'n'odds (Nativ & Buds Penseur)	@rocksresort
21:30	DJ Stylewarz	@Indy Bar
23:00	Party / Live: Stereo Luchs, Cobee, DJ Lukee	@Riders Club

18/01/2020

CRAP SOGN GION – GALAAXY

12:30	TAG TEAM Crossover Slopestyle Session	@Slopestyle
13:00	Dr. Fad-r & La Febbre (Goldfinger Brothers)	@Satellite & Halfpipe
14:00	TAG TEAM Awards Show	@Slopestyle Area
14:00	Tropical Utopia: Na Dee/Kejeblos	@Hangar
16:30	Halfpipe Training (finalists)	@Halfpipe
17:30	Halfpipe Night Finals	@Halfpipe
19:15	Halfpipe Prizegiving Ceremony	@Satellite

rocksresort

08:30	LAAX OPEN village (food, drinks, music, culture)	@rocksresort
09:00	Burton StepOn Tetrade Tour	@rocksresort
15:30	Open Air Live Concert: Jeans for Jesus	@Indy Stage
16:30	Red Bull Car: Kweku	@rocksresort
21:00	Open Air Live Concert: MIA.	@rocksresort
22:30	Fredi K.	@Indy Bar
23:00	After Party: DJ Skor, DJ E.K.R.	@Riders Club

Locations: rocksresort (valley LAAX Murschetg), CRAP SOGN GION (mountain 2.252 m)
All for free (except Riders Club / 20 CHF).

Event Website: www.laax.com/open

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