



Media information

## **LAAX OPEN 2019**

**New: Night final in the superpipe on Saturday, 19 January 2019**  
**International snowboarding event at the ‘world’s best freestyle resort’ in LAAX, Switzerland, from 14 to 19 January 2019**

**(LAAX, Switzerland – 25 October 2018) – The LAAX OPEN will take place for the fourth year in succession from 14 to 19 January 2019** and will include Europe’s most important and prestigious snowboarding competition for slopestyle and the halfpipe. It is based on a tradition of freestyle movement, which LAAX has been establishing with these events for over three decades. Like in tennis and golf, OPEN events are also the most illustrious competitions in snowboarding. With additionally a whole host of side events bringing the LAAX roots into the modern world, the LAAX OPEN is the showpiece in the riders’, fans’ and iconic-devotees’ calendar.

**A high-quality field is guaranteed at the FIS Snowboard World Cup:** prestigious titles, highest amount of world ranking points and CHF 200,000 in prize money are up for grabs. On the innovative slopestyle course, the leading freestylers wow the spectators with new tricks on the rail and bold aerial moves as well as with crazy rotations and stylish airs on the over 200-metre-long superpipe.

The list of winners of the LAAX OPEN includes well-known Olympic medal winners from all over the world, such as Mark McMorris (CAN), Max Parrot (CAN), Ayumu Hirano (JPN), Iouri Podladtchikov (SUI), Chloe Kim (USA), Jiayu Liu (CHN), Jamie Anderson (USA) and Enni Rukajärvi (FIN).

**The absolute highlight of the LAAX OPEN 2019 will be the halfpipe finals** – when night turns into day at 2,252 metres above sea level, when darkness is summoned ‘spot on’ and when the floodlights light up the superpipe, the speaker begins the countdown and the spectators cheer wildly. When the world’s top riders drop in and finally do battle for the coveted LAAX OPEN 2019 titles, it’s simply incredible! The action does not stop after the main sport event, as live music and performances will keep everyone’s spirits high after the awards ceremony under the night sky. This is freestyle at its best – as it is lived and breathed in LAAX.



LAAX has won the **award for World's Best Freestyle Resort** at the World Ski Awards in each of the last two years – and rightly so according to the Norwegian star and regular visitor [Stale Sandbech](#), who thinks Laax offers 'Just a complete package of good times.'

The remarkable achievements of the snowboard pros aside – this is their career, they can do this – LAAX gives everyone, truly everyone, the opportunity to try out and practice freestyle: whether complete newcomers to winter sports, curious dab hands, ambitious teenagers, those taking their first ski courses, weekend warriors or those on a ladies' weekend, everybody will find freestyle thrills with four snow parks, a minipipe and a superpipe to explore. End of the 1970s, Reto Gurtner, CEO and president of the Weisse Arena Gruppe LAAX, had the vision of bringing surfing in the pacific and skateboarding in empty swimming pools from California to his mountain in Switzerland and converting it to snow. And he did just this! Even the young stars overseas have to hand it to him: 'My favourite thing about LAAX is Reto's passion for green-style, freestyle and easy-style,' says for example Canada's [Mark McMorris](#). Austria's [Anna Gasser](#), Olympic champion in 2018, is also hooked: 'LAAX is perfect for me. It's one of my favourite mountains for snowboarding. Try it out!' Even the more reserved Chinese athletes are thrilled by LAAX. 'LAAX is just a great place,' effuses Jiayu Liu, who won silver at the Olympic Games and gold at the LAAX OPEN 2018 in her first visit to Graubünden. There is also a great team of over 50 people who work passionately for freestyle in and for LAAX the whole year round and at the LAAX OPEN.

**If you'd like to get an idea of the sporting action on show**, you can check out the 2018 halfpipe finals by on-demand live stream on [Red Bull TV](#). After that, you may well feel the need to experience the night final premiere on the superpipe on Crap Sogn Gion up close and personal. As always, it is free to watch the Open events. Overnight packages are available on [www.laax.com](http://www.laax.com) and via the [Inside LAAX app](#).

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## LAAX OPEN 2019 FACTS

Event title	LAAX OPEN
Date	January 14-19, 2019
Location	LAAX, Switzerland mountain: CRAP SOGN GION (GALAAXY, Satellite, Hangar, Caffè NoName) valley: rocksresort (Indy, RIDERS LOBBY, RIDERS CLUB, Gondelhalle)
Partners	LAAX, Graubünden, Red Bull
Sanctioning Federations	Swiss-Snowboard, FIS (International Ski Federation), WS (World Snowboarding)
Host Broadcaster	SRG SRF
Specials	Nightfinals on Saturday, 19 January 2019
Competition	Snowboard World Cup
Disciplines	Slopestyle, Halfpipe
Categories	Women, Men
Prize money	CHF 200,000
Riders	150
Nations	30
Website	<a href="http://www.laax.com/open">www.laax.com/open</a>
Social Media	<a href="http://www.facebook.com/snowparkLAAX">www.facebook.com/snowparkLAAX</a> , <a href="http://www.facebook.com/LAAX">@snowparkLAAX</a> , <a href="http://www.facebook.com/LAAX">@LAAX</a>
Hashtag	#LAAXOPEN

### Program overview LAAX OPEN 2019

Day/Date	Sports	Side Events
Monday, JAN 14	Training	
Tuesday, JAN 15	Quali Slopestyle	LAAX roots
Wednesday, JAN 16	Quali Slopestyle and Halfpipe	LAAX roots, DJs, Party
Thursday, JAN 17	Semi-Finals Slopestyle	LAAX roots, DJs, Party
Friday, JAN 18	Finals Slopestyle	LAAX roots, Live Acts, DJ Set
Saturday, JAN 19	Semi-Finals and Finals Halfpipe	LAAX roots, Live Acts, DJ Set

### About the LAAX OPEN

For three decades, LAAX has been playing host to world-class freestyle events and has demonstrated a treasure trove of experience, competence and passion for the sport and its snowboarders. The 4th edition of the LAAX OPEN will take place from January 14 to 19, 2019. It is the snowboarding event highlight in Europe's mountains and guarantees snowboarding at its finest. It includes high-quality contests in slopestyle and halfpipe for women and men, sanctioned by FIS and WS, and offers CHF 200,000 in prize money. Music, parties, culture and culinary at the rocksresort, RIDERS and GALAAXY round out the allround lifestyle experience of LAAX.

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