

Press release
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LAAX announces date for LAAX OPEN 2021: 19-23 January 2021 FIS Snowboard World Cup in Slopestyle and Halfpipe confirmed

The LAAX OPEN, Europe's long-standing and number one snowboarding event, is scheduled for 19-23 January 2021. International snowboard pro riders will take part in the Slopestyle and Halfpipe disciplines in the World Cup on Crap Sogn Gion, where they will demonstrate top-class freestyle skills and vie for points, prize money and prestige.

This was confirmed this week during the digital FIS conference. The FIS has announced that the 2020/2021 tour will go ahead thanks to a compact concept, with the freestyle World Cup circuit taking place in the form of a safe bubble through close cooperation with the local organizers. The FIS Snowboard World Cup in LAAX takes place as part of the European package at the beginning of the new year.

LAAX has been leading the way in freestyle for over three decades and has been voted the 'World's Best Freestyle Resort' by the public and jury four years in a row at the World Ski Awards. The multiple-awarded resort continues to step forward as a freestyle trailblazer even in extraordinary times and is taking every step necessary to ensure a safe winter season and World Cup. During the summer, LAAX confirmed to its association partners that it would make no compromises when it comes to sport and would continue to organise the competitions for women and men in both Slopestyle and Halfpipe. There is a huge undertaking involved in getting everything set up perfectly, but this decision is a commitment for the riders and their sport.

The OPEN winners in LAAX include Olympic champions Iouri Podladtchikov, Shaun White, Sebastien Toutant, Chloe Kim, Kelly Clark and Jamie Anderson, as well as snowboarding legends Stale Sandbech, Mark McMorris, Danny Davis, Ayumu Hirano, Peetu Piironen, Max Parrot and Silje Norendahl. In the previous LAAX Open in January 2020, X Games winners Julia Marino, Queralt Castellet, Seb Toutant and Scotty James were at the top of the podium.

The LAAX OPEN team is happy that it can now push ahead with the preparations for the LAAX OPEN 2021. Special measures for protection against COVID-19 are our number one priority. This includes developing safety concepts with Swiss-Ski, the Inside LAAX app and also visible items such as LAAX neck warmers with integrated certified masks.

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