

# Hype» «events

This summer will see Alpine Skiings most exciting new event hit the indoor slopes of the UK. Skier Cross has been a popular mid point between racing and freestyle for professional skiers everywhere for years, but with the sport being declared as an Olympic discipline for the upcoming 2010 Vancouver Games, the mainstream ski markets have grabbed hold of the sport and grabbed hard! Skier Cross involves four athletes battling down a course of sharp turns and banks while negotiating jumps and moguls on the way, all making for an exciting race that is as attractive to spectators as it is competitors!

Hype Events will be responsible for running the first ever British Series, in partnership with SNO!zone, the UK's premier indoor snow slope facility with 3 indoor slopes across the country in Milton Keynes, Castleford and Scotland. The 3 centres will host the 5 events, which will run 1 a month from May to September.

Also in attendance will be the British Ski Cross Team and the Team Selectors, who will be hoping to source the up and coming talent. World Cup Ski Cross Team Manager Ian Findlay was pleased to see the growing exposure his sport is getting. *'It's great for the sport of Ski Cross in the UK to have a series running this summer. It will give skiers the chance to try the sport of Ski Cross and it can only help to move the sport forward towards the 2010 Winter Olympics.'*

The events kick off on the Saturday nights with open practice on the Skier Cross course and the chance to test new equipment from the leading brands supporting the Series, including Atomic, Salomon & D3O protection. The Saturday nights also include private competitor parties, sponsored by Atomic and Futur-3. All this combined with more than 60 different prizes across the weekend and cash prizes for overall winners means a series of events to remember!

*For more information please contact [sam@hypeevents.co.uk](mailto:sam@hypeevents.co.uk)*