**EUROPEAN FREERIDE FESTIVAL  
Livigno, Italy  
January 31 – February 4, 2015**

Livigno announces a brand new project to be added to the rich event calendar of the Italian top resort. The **European Freeride Festival** first edition will take place next winter 2015 from January the 31st to February the 4th. A unique event dedicated to passionates and curious all over Europe, already confirmed until 2017.

With the **Livigno Freeride Project** being launched last autumn 2013, the powder culture has been already significantly strengthened in the resort: the backcountry routes have been increased with a particular focus to the discipline preparatory areas, the daily avalanche bulletins, new itineraries for snow rackets and ski touring, heliski services and free workshop with the local Mountain Guides in order to find out the equipments and the self-help techniques. An exclusive and innovative initiative among the European alpine resorts which expresses Livigno's willpower to make freeride accessible to everyone.

'*Organising an international event dedicated to freeride is the natural evolution of our effort in this direction.'* Stated **Luca Moretti**, President of Livigno Touristic Promotion company. *'Hosting the European Freeride Festival we would like to give everyone the opportunity to approach the freeride world, spreading the culture and awareness of this practice with safety'*.

**The European Freeride Festival will be open to everyone.** Ski, snowboard, telemark, ski touring and further disciplines will be added starting from the second edition in 2016. From expert athletes to curious newbies, every powder-passionate will find a place during this groundbreaking event.

The programme will offer competitive moments with **freeride and ski touring contests** open to ski, snowboard, telemark, men and women, pro and amateur categories, as well as **guided tours** over the resort itineraries and the possibility of **Heliski** tours for the most exigent partecipants. A **Freeride village** will be hosted in cooperation with the Pro Shop Test to try all the season tecnhnical products, Freeride Camps for all levels, from basics to advanced workshops with guides and experts to learn how to deal with the most difficult paths. The **Freeride Film Festival** will enliven the evenings and there will be parties and other social moments to meet other passionates from all over Europe as well as **international guests**.

The **2015 European Freeride Festival** date has been strategically placed between the end of Burton European Open in Laax and the start of ISPO trade-fair in Munich (February 5-8), during the Freeride World Tour european stops, in order to allow passionates, professionals, media and pro athletes to partecipate. The organisation will offer a **bus service from Livigno to Munich** on February the 4th to support the sector professionals in their travel to ISPO.

An international teamwork is working on the organisation of 2015-2017 European Freeride Festivals in Livigno, with the mission '***Freeriding for All****'* to promote the mountain culture with safety for everyone. **Save the date: the countdown has started.**

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## **The Italian “Little Tibet”. A holiday paradise for people who know how to choose.**

Livigno is one of the Alps' most renowned tourism stations - THE VALTELLINA’S FLAGSHIP RESORT - and is set between the Stelvio National Park and the Swiss National Park. Over the decades the town has fl awlessly preserved its environmental, natural and architectural characteristics. Way has been made for modernity but always in keeping with the local culture and traditions, and maintaining the surrounding areas as pristine as ever. This is why Livigno is paradise for anyone who LOVES HOLIDAYS CLOSE TO NATURE and wishes to spend time relaxing, breathing in fresh air and enjoying the mountain sunshine. All you need to feel great in Livigno is to take a look at the mountains that cradle the valley, and take in the impressive view of the mounts that roll gently from 3,000 to 1,800 metres. Livigno conveys PEACE AND SERENITY and is ideal for a winter or summer holiday taking strolls along foot and cycle paths or enjoying mountain biking and trekking, alpine skiing, snowboarding, telemark and nordic skiing.

***Web -*** [***www.livigno.eu***](http://www.livigno.eu/) ***- #Livigno***

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The European Freeride Festival is an event by ***MOON . MO***untain & ***O***utdoor ***N***etwork, the new italian agency for communication and events planning, in collaboration with Livigno Turistic Promotion company.

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