



The Ästhetiker present: Zillertal VÄLLEY RÄLLEY hosted by Ride Snowboards
A brand-new Snowboard Contest Tour is hitting the Zillertal valley this winter

For the upcoming 2013/2014 season The Ästhetiker are launching a new Snowboard Contest Tour in Zillertal Austria. With four events hosted by Ride Snowboards, the Zillertal VÄLLEY RÄLLEY will bounce around and throw down at the best snowparks in the valley. Starting this October 2013, the Ästhetiker will deliver some great riding in a different park nearly every month. Offering free coaching sessions, free gear testing/demo by Ride Snowboards and an open Slopestyle, Big Air or Rail Contest will also be lined up at every tourstop. No matter if it's kids, rookies, amateurs, girls, pros or legends, everyone can get involved in the Zillertal VÄLLEY RÄLLEY hosted by Ride Snowboards. Individuals can drop-in on their own category, regardless of whether their freestyle career begins with this event or they have paid past dues holding old trophies from back in the days, gathering dust in a glass case. At all events the participants earn points for the tour ranking and the overall tour winners will be awarded after the final tourstop, when a Prince, Queen and King of the VÄLLEY will be crowned.

Snowboarding has always been a big scene in Zillertal Austria. Some of the world's best pro riders, including Tom 'Beckna' Eberharter, Wolle Nyvelt and Werni Stock, grew up in the valley. With the influence and support of the Ästhetiker, the region looks back on a decade of contest history that has always pushed the limits in snowboarding. Popular and appreciated for some of the best snowparks in Europe, the Zillertal valley is and will always remain the training base for many international riders.

The Zillertal VÄLLEY RÄLLEY hosted by Ride Snowboards is a fresh and new Snowboard Contest Tour that sees the light of the Zillertal mountains. As in every past Ästhetiker event, the tour will be focused on the fun of shredding together, no matter if it's a Slopestyle, Big Air or a Rail event. Every tourstop will reward the best and most versatile riders with fame, glory and mad-prizes while each participant will collect valuable points for the overall tour ranking. Regardless of the contest, everyone can sign up to ride and learn something new at the freestyle coaching sessions...for free! Ride Snowboards will be set up for riders to test/demo their latest gear at the snowpark...for free! Ride Snowboards will also be scouting for young up-and-coming talented rippers at all the Zillertal VÄLLEY RÄLLEY events.

The Zillertal VÄLLEY RÄLLEY hosted by Ride Snowboards starts early in the season this October with the premiere event at the Betterpark Hintertux on Hintertux Glacier. The tour continues with an event just before Christmas on the fresh-built setup of the Betterpark Hochzillertal. In January 2014, the third tourstop will take place at the nearby Action-Park Kreuzwiese at Zillertal Arena. The final event will happen in late February at the Vans Penken Park in Mayrhofen followed by the finals party where the overall tour winners will be crowned and celebrated.



The Zillertal VÄLLEY RÄLLEY is part of the N.ASA Austria Cups and the three overall winners in the men's, rookies and ladies tour qualify for the National Championships N.ASA Shred Down Austrian Masters Slopestyle on March 07. – 09. 2014 in Westendorf. On top of this, the overall Rookie Tour Champion wins a starting spot with an all-inclusive package worth 350 Euros for the N.ASA organized World Rookie Finals in Ischgl. As a 1Star Event of the World Snowboard Tour, all riders have the opportunity to gain valuable points for the World Snowboard Tour Ranking and thus secure a ticket to ride in professional snowboard competitions on a higher level.

Partners: Zillertal.at, Ride Snowboards, Red Bull, Hotzone.tv, Hintertux Glacier, Hochzillertal, Zillertal Arena, Mayrhofner Bergbahnen

All tourstops at a glance:

26.-27. October	2013	Betterpark Hintertux	Hintertux Glacier
21.-22. December	2013	Betterpark Hochzillertal	Hochzillertal
25.-26. January	2014	Action-Park Zillertal Arena	Zillertal Arena
22.-23. February	2014	Vans Penken Park	Mayrhofner Bergbahnen

All info can be found on www.aesthetiker.com

About the Zillertal:

The Zillertal is one of the most popular tourist destinations in the Alps and is well known as the mecca for snowboarders. The well planned, perfectly shaped and designed snowparks are listed among the best parks in Europe and attract the world's best athletes each year. The Zillertal park shapers pride themselves on having perfect shaped kickers and obstacles available for every riding level. The snowparks in the Zillertal valley provide plenty of room for jumps, rails and boxes to learn new tricks, improving on old tricks and get creative on snow. www.zillertal.at

About Ride Snowboards:

Founded in 1992 in Redmond, Wash., Ride Snowboards hit the market with a vision – to create a snowboard company on the basis of uncompromised fun. Now based in Seattle, Ride continues to stay true to its original goals 20 years later. Offering a full range of innovative and quality boards, boots, bindings and apparel, Ride works tirelessly to maintain its distinct brand identity, push the limits of product development and has firmly established itself as a leader in the snowboard industry. "Have more fun" Ride Snowboards! www.ridesnowboards.com

About the N.ASA

The New Austrian Snowboard Association is an NGO, the only independent national organization exclusively working to develop the sport of snowboarding in Austria. N.ASA is one of the oldest snowboard associations worldwide. Founded in 1987 as VÖSS (Verein oesterreichischer Snowsurfer). Program includes: competition, education (judges, shaper,...), youth work and snowboard activities for riders of all ages. International, N.ASA is organized under the WSF (World Snowboard Federation). Through the WSF membership and the intensive cooperation with the World Snowboard Tour, a wide international Network is existing to push the snowboard sport. www.powdern.com

About the Ästhetiker:

Established in 1993, the Ästhetiker originally formed from a crew of friends who share the lifestyle and common passion of board sports. In 2000, the Ästhetiker crew formed a legal entity allowing the brand to develop event properties and launched its first Ästhetiker Tour across Austria that same year. Included in that Tour was the 'Penken Trophy' that grew into the world-renowned team event and the famous Wängl Tängl event that firmly established the Ästhetiker in their home base of Mayrhofen, Austria. The company went on to create widely distributed Ästhetiker soft goods and a high-end snowboard line. In 2012, the company formation changed to a club, discontinuing products while allowing the organization to return to its main focus – creating core and credible board friendly events and happenings. www.aesthetiker.com

