



4. Tourstop Zillertal VÄLLEY RÄLLEY hosted by Ride Snowboards

22. and 23. January 2014 – Vans Penken Park Mayrhofen

All eyes are on the Vans Penken Park in Mayrhofen! Mayrhofen's legit snowpark will be the stage of the Final Zillertal VÄLLEY RÄLLEY hosted by Ride Snowboards Tour-stop on February 22nd and 23rd 2014. Groms/kids, girls and men will be riding hard to earn a standing spot on the podium at the Open Slopestyle Contest on Saturday. Everyone will be going for the highly coveted crown. With the results of this final tour-stop, the overall tour winners will be determined. At the end of the day, a king, queen and a prince of the VÄLLEY will be crowned. We will continue celebrating the great VÄLLEY RÄLLEY Crowning Party at the Scotland Yard Pub in Mayrhofen on Saturday evening, so don't miss out. On Sunday, the Ästhetiker will be on hand for freebie snowboard-pro coaching sessions at the Vans Penken Park. Everyone is welcome to get involved and sign up online at www.valleyralley.at. The deadline for registration is Thursday, 20th of February at 6.00 p.m. No more sign-ups after Thursday!

Who will be the King, the Queen and the Prince of the VÄLLEY?

After the first three events which started at the Hintertux Glacier, then the Betterpark Hochzillertal and Zillertal Arena, the Vans Penken Park in Mayrhofen will be the host of the final Zillertal VÄLLEY RÄLLEY tour-stop on February 22nd and 23rd 2014. Everyone is welcome to get involved into the Open Snowboard Slopestyle Contest and the Snowboard Pro Coaching Sessions. Just sign up online at www.valleyralley.at. Once again, the deadline for registration is Thursday the 20th of February. Groms/kids, girls and men can stack-up prize money and goods from Ride Snowboards, Leatherman and Hotzone.tv. Each rider competing collects points for the World Snowboard Tour Ranking and with the last result from Mayrhofen added in, the final Zillertal VÄLLEY RÄLLEY Overall Ranking will be confirmed.

The Overall Tour Winners of each category will be solemnly crowned Prince, Queen and King of the VÄLLEY at the Grillhof Alm after the competition. All three Overall Champions will be honored with one of the highly coveted starting spots in the National Championships N.ASA Shred Down Austrian Masters Slopestyle. The Overall Kids/Groms Champion also wins a starting spot for the World Rookie Finals. During the freebie Snowboard Pro Coaching Sessions on Sunday, the focus will be on improving style and learning new tricks with encouragement from the Ästhetiker crew. Ride Snowboards will offer the newest Ride Snowboards and bindings for you to test for free all weekend long.

Partners of the 4. Tourstop: Zillertal.at, Ride Snowboards, Leatherman, Red Bull, Hotzone.tv, Mayrhofner Bergbahnen, Tourism Association Mayrhofen, N.ASA, Grillhof Alm

Need accommodation? Check www.mayrhofen.at for details!



Mayrhofner Bergbahnen – Vans Penken Park

The resort of Mayrhofen – Mayrhofner Bergbahnen – has not only earned a great reputation of having one of Europe's top snowparks, the resort also has countless kilometers of slopes, endless powder and off-piste runs to offer. The village of Mayrhofen is famous for its great nightlife with over sixty restaurants, pubs and après-bars for your entertainment.

The Vans Penken Park Mayrhofen looks back on a decade of contest history on the highest level with a lot of influence from the Ästhetiker. Every winter the best international riders, film crews and teams get together to ride and train on all six lines of the Vans Penken Park. This is one of Austria's XXL Parks. A crew of ten talented shapers cater daily to the needs of perfectly shaped lips and obstacles on the pro, advanced, medium, beginner kids and jib-lines. There is something for everyone to ride here and you will meet beginner shredders to the top pro riders at the Vans Penken Park!

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 snow-parks 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 and you can see this every time you ride our parks. 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

The Zillertal VÄLLEY RÄLLEY hosted by Ride Snowboards at a glance:

26.-27. October	2013	Betterpark Hintertux	Hintertux Glacier
21.-22. December	2013	Betterpark Hochzillertal	Hochzillertal Kaltenbach
25.-26. January	2014	Action-Park Zillertal Arena	Zillertal Arena
22.-23. February	2014	Vans Penken Park	Mayrhofner Bergbahnen
22. February	2014	Scotland Yard Pub	Crowning Party Mayrhofen

All info and registration at www.valleyralley.at and www.aesthetiker.com

