

# FIS WORLD CHAMPIONSHIPS

The world's best boarders and freestylers compete in the ultimate test.

**LIVE/RECORDED COVERAGE**

**ALL MEDIA RIGHTS**

**SNOWBOARDING**

**14-24 JANUARY 2011**

**LA MOLINA, SPAIN**

**FREESTYLE SKIING**

**2-5 FEBRUARY 2011**

**DEER VALLEY, USA**



**SUNSET  VINE**  
**INTERNATIONAL**

# FIS WORLD CHAMPIONSHIPS

**WORLD CHAMPIONSHIP SNOWBOARDING**  
LA MOLINA, SPAIN 14-24 JANUARY 2011

The world's best snowboarders compete across 6 disciplines for the biggest prizes of the year: Snowboard Cross, Halfpipe, Parallel Slalom, Giant Slalom, Big Air and Slopestyle (new in 2011).

Established in 1996 the World Championships have grown in stature year on year alongside the explosive growth throughout the sport. In 2011 it is expected that more than 1200 participants from 50 countries will take part.

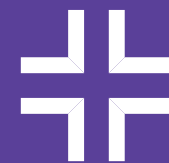
Built around an innovative and exciting image Snowboarding has dominated the hugely valuable 15-35 youth market, influencing trends in fashion, music and young culture.

**WORLD CHAMPIONSHIP FREESTYLE**  
DEER VALLEY, USA 2-5 FEBRUARY 2011

One of America's most renowned resorts will continue the World Championship season by hosting the 13th Freestyle Championships.

Comprising events in Moguls, Ski-Cross, Aerials and Half-Pipe, the Championships will test the physical limits and creativity of the world's elite freestyle skiers.

In the last decade Freestyle has seen the same explosive growth as Snowboarding experienced- this will be the biggest World Championships to date.



## SUNSET+VINE INTERNATIONAL

Sunset+Vine International has built up a global reputation as one of the top distribution agencies and was awarded The Queen's Awards for Enterprise: International Trade in recognition of its success. Widely acknowledged as the market leader in the production and distribution of advertiser funded programming, Sunset+Vine International has created branded content solutions for household names such as Martini, Toyota, Philips, Allianz, Mobil 1 and Gillette.

The current catalogue includes premiership football, horseracing, badminton, sailing, athletics, winter sports and general sports magazines.

FOR ADDITIONAL INFORMATION PLEASE CONTACT

SUNSET+VINE INTERNATIONAL

ELSINORE HOUSE

T +44 (0)20 7478 7300

77 FULHAM PALACE ROAD

F +44 (0)20 7478 7407

LONDON W6 8JA

E INTERNATIONAL@SUNSETVINE.COM

UNITED KINGDOM

W WWW.SUNSETVINE.COM