

Media release

Zurich, August 17, 2009

freestyle.ch Zurich from September 25 to September 27 – top acts have been booked!

freestyle.ch Zurich: Stress and Phenomden LIVE!

Year after year, Nokia ensures the choicest bands at freestyle.ch Zurich. And this year's no exception: while athletes are catching a quick breather between contests, the two current top acts in Switzerland will be rocking the freestyle.ch '09 crowds at the Landiwiese in Zurich. On Friday, the innovative and provocative hip-hop sounds of Stress will rouse audiences. And on Saturday, Phenomden is sure to stoke the masses with his pure reggae sounds. Take advantage of 3-day passes as well as friday4friends ticket for Friday at discounted prices through September 11.

An annual must for any freestyler is the pilgrimage to Zurich's Landiwiese from September 25-27. Every year, the international line-up at freestyle.ch has audiences in the grips of high-voltage suspense: after all, only one rider in each of the snowboarding, free skiing, FMXing and skateboarding categories ultimately reaches the winner's podium. The 15th annual showdown is sure to draw major crowds in awe of rock star riders and their dazzling display of masterly new tricks at Zurich's Landiwiese. But even gods need a break now and then ... however, thanks to Nokia, in between all the sports action, audiences will be served up Switzerland's two top musical artists – Stress and Phenomden!

Stress – Rebel and Social Critic

The Lausanne rapper, Stress, along with his entourage, will take over the stage Friday evening. This guy's style oscillates between rebellious and melancholy and is loaded with a strong dose of provocation, self-mockery and social criticism. His live shows are legendary for their brilliance and just one more reason for his success. Regarding freestyle.ch Zurich, the most famous Swiss rapper says, "Until now, I've only experienced freestyle.ch as a visitor, being blown away each time. It will be exciting to stand on the stage and be the one to inject a powerful atmosphere." Special friday4friends tickets to his gig – 4 friends admitted for the price of 3 – are available through September 11. World of Freestyle members can also take advantage of the discounted 3-day pass through September 11.

Gangdalang –Phenomenon Phenomden

The current uncontested No. 1 in Swiss dialect reggae will soon grace the freestyle.ch stage: "I used to be a skater, so it's really cool to be playing at freestyle.ch Zurich," says Phenomden. It's the rhythms, and not the stage lights, that make this artist sweat. Phenomden throws his heart and soul into it every time. Just as the title of his infectious tune, «Stah da», makes clear, Phenomden was born to stand on stage. The 29 year old native of Zurich captivates with his warmth and sincerity, making him great to experience live on stage. Emotions take front seat in Phenomden's songs – it's no wonder that fans rush to grab tickets to his concerts. Make way Saturday for one of the coolest acts in Switzerland at present!

Pick from one of four freestyle.band finalists and make your vote count

One thing's for sure: the freestyle.band concert is a rocking chance! All of the four finalists – The Bucket (Hochdorf LU), Dead Dog Cafe (Yverdon VD), Nowhere (Winterthur ZH) and The Vibes (Aarau AG) – have one thing in common: guitar grooves. Out of 100 contestants, four finalists have been selected by the freestyle.band jury comprised of Chief Editor of World of Freestyle, Dominik Brüllsauer, DRS Virus Moderator, Danilo Bavier, Editor of Rockstar Magazine, Schimun Krausz and Snowboarder, Reto Kestenholz. Now fans have the chance to have a say by voting for their favorite band through Friday, August 21 at: www.drsvirus.ch. The winning band will take to the freestyle.ch stage and rock the crowds Saturday, September 26th at 5:00 p.m.

For further information please visit www.freestyle.ch.

Program freestyle.ch 2009

Friday, September 25

- 18:00 Doors open
- 19:00 FMX Qualification
- 19:30 Skateboard Qualification
- 20:00 Freeski Qualification
- 21:00 Concert Stress by Nokia
- 22:00 Snowboard Qualification
- 23:00 End of program

Label World open until 23:00

Bars and restaurants open until 24:00

Afterburner Party from 23:00

Saturday, September 26

- 11:00 Doors open
- 14:00 Skateboard Qualification
- 15:00 Freeski Qualification
- 16:30 FMX Qualification
- 17:00 Concert freestyle.band
- 18:00 Snowboard Qualification
- 20:00 Concert Phenomden by Nokia
- 21:30 The Ultimate Crossover Session: snowboard, freeski, FMX, skateboard
- 23:00 End of program

Label World open until 23:00

Bars and restaurants open until 02:00

Afterburner Party from 23:00

Sunday, September 27

- 11:00 Doors open
- 13.30 Skateboard Finals
- 14:15 Freeski Finals
- 15:15 FMX Finals
- 16:00 Snowboard Finals
- 17:00 Superfinals: snowboard, freeski, FMX, skateboard
- 18:00 Prize-giving freestyle.champs

Label World open until 19:00

Bars and restaurants open until 19:00

* Subject to change

freestyle.ch Zurich 2009 – In short

Freestylesport	snowboard, freeski, FMX and skateboard
Dates	September 25 – 27, 2009
Opening hours	Friday 18:00 – 24:00 Saturday 11:00 – 02:00 Sunday 11:00 – 19:00
Location	Landiwiese in Zurich, Switzerland
Admission/	Tickets are available on www.starticket.ch and at all SBB train stations
Advanced Tickets	- Friday: CHF 20.–, Saturday: CHF 48.–, Sunday: CHF 35.– - friday4friends Ticket – Ticket for 4 people: CHF 60.– instead of CHF 80.– (offer valid through September 11) - 3-Day Pass: CHF 85.– - Special offer for members of World of Freestyle: CHF 20.– discount (offer valid through September 11) - Sunday-Family Ticket: CHF 70.– (2 adults with 4 children 11 to 16 years and 2 children under 11 years) - CHF 5.– surcharge for tickets bought at the door
VIP passes	- 3-Day VIP Pass (incl. 6 drinks): CHF 250.– - VIP Day-Pass (incl. vouchers for 1 menu and 4 drinks) : Friday: CHF 150.–, Saturday: CHF 240.–, Sunday: CHF 160.–
New: ZVV + night supplement included	All freestyle.ch tickets are now valid for travelling to and from Landiwiese in Zurich, VBZ Zone 10, at the day of the event. Additionally, the ZVV night supplement of CHF 5.– is included in the ticket. Those who purchase or present an admission ticket at an SBB ticket counter will receive 10 % off their train ticket to freestyle.ch (Wollishofen train station).
Contests	International Invitational Contests for the «freestyle.champ» title: - Snowboard Big Air, Freeski Big Air (new altitude of 40 meters) - FMX (Freestyle Motocross) Dirt-Jump and Skateboard Vertramp - The Ultimate Crossover Session: the king of the air among all the snowboarders, freeskiers, FMXers and skateboarders will be crowned «crossover.champ».
Prize Money	Over US\$ 100'000.–
Installations	Big Air Snowramp, FMX Dirt-Jump, Vertramp
Parties	Afterburner-Parties on Friday and Saturday from 23:00
Sponsors	NOKIA, RAIFFEISEN Die Mobiliar, Rivella, Stimorol, Swisscom, Swissmilk, Xbox/DJ Hero
Host City	City of Zurich
Partners	Nüssli AG, Quiksilver, RailAway, starticket, VBZ
Media Partners	7sky, 20 Minuten, DRS Virus, freecaster.tv, freestyletv.ch, mpora.tv, Onboard, Radio 24, raiders.ch, Rockstar, SF Schweizer Fernsehen, Skiing, Sport.ch, snowboarder MBM, twoleftfeet.ch, Whiteout
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