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## PRESS RELEASE

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## The organisers of the 4th International Free Ride Film Festival invite you to join them in the Pyrénées

Thursday 22nd January – Saturday 24th January 2009  
<http://www.festival-freeride.com> and <http://www.saintlary.com>



[Press packs are available on request]

### ■ A press trip organised during the International Free Ride Film Festival

#### FRIDAY 23 JANUARY 2009 - TOULOUSE / SAINT-LARY

- 10.00 am – Rendez vous with Michelle Amiard of Agence C3M in Arrivals Hall of Toulouse Airport

Transfer from Toulouse to the resort of Saint-Lary by minibus

- 12.00 midday - Arrival at Saint-Lary with a Welcome Brunch at the Hotel Mercure, Jardin des Thermes, where journalists will be staying

■ **2.00 pm** - Visit to the slopes and the ski and freeride areas with Manu Bernia, manager of the Saint-Lary Brown Bears snowboard club.

Meeting with some famous local freeriders, including extreme skier Bruno Compagnet and the De Le Rue brothers – Xavier, multiple Snowboard World Champion and Polo, bronze medal winner in boardercross (snowboard cross), at the Turin Winter Olympics.

■ **4.00 pm** - Return to the hotel

■ **5.00 pm** - Meeting with the film directors and the organisers from the second day of the International FreeRide Film Festival

There are 15 French and International ski and snowboard films are in competition over the three days of the Festival; the films last for between 25 and 60 minutes.

[www.festival-freeride.com](http://www.festival-freeride.com)

■ **8.00 pm** - Dinner and party with the competitors and festival goers

## **SATURDAY 24 JANUARY 2009 - SAINT-LARY**

■ **9.00 am** – Breakfast with Cecile Larré-Larouy, manager of Saint-Lary Tourist Office, and Bruno Delaye, organiser of the Freeride Festival

Presentation of new features in the resort for the 2008/2009 seasons, including the Snow Guarantee and the latest equipment.

The Snow Guarantee means that, from the day the slopes open to the day they close, the ski season is always on, whether there is a heavy snow forecast or an absence of flakes. For the 2008/2009 winter season, 250 of the latest snow cannons have been distributed over more than 25km of slopes. This level of equipment places Saint-Lary above the national average.

The Saint-Lary resort has expanded greatly since 2000, with the installation of a substantial snow-production system, the opening of nine new ski-lifts (including three detachable chairlifts) and an extension of the resort, opening new slopes in the areas which receive the most snow.

■ **10.00 am** - Departure for a free day on the slopes

Journalists have the option of skiing, snowboarding, or visiting the town.

Alternatively, back at the hotel, relaxing treatments will be on offer in the Sensoria spa. Sensoria is a beauty and treatment centre, adjacent to the hotel and the Saint-Lary thermal baths. It opened in 2005 and offers state-of-the-art facilities for fitness and beauty treatments.

■ **5.00 pm** - Return to the screening room for the Gala evening and prize giving

The awards, which are known as Flocons (Snowflakes), will include: Best film of 2009, Best photography 2009, Best rider 2009, The Depeche du Midi and La Nouvelle République readers' award, the Freeride Spirit 2009 and Most Promising Newcomer 2009.

## SUNDAY 25 JANUARY 2009 - SAINT-LARY

- 9.00 am - Free morning
  
- 1.30 pm - Departure from Saint-Lary to Toulouse airport
  
- 6.35 pm - Departure from Toulouse back to your town

### End of programme of press trip

**About Saint Lary.** Saint-Lary is the flagship station of the Pyrénées, located a few kilometers from the Spanish border. Saint-Lary Soulan is first and foremost a traditional mountain village with a history and a soul. For more information: <http://www.saintlary.com>

**To get to Saint-Lary.** By train : TGV direct from Paris to Tarbes ; by car: motorway from Paris and Toulouse; By plane: Tarbes-Lourdes airport (80 km, Air France); Pau-Uzein airport (100 km, Air France and Ryanair) ; and Toulouse-Blagnac airport (150 km, Air France and Easyjet).

New in 2008 ! Free shuttle from Pau Airport to Saint-Lary, every saturday.