



URBAN FREESKI EVENT  
QUARTER.PIPE

LONDON.ENGLAND.27.OCTOBER.2007

## **LONDON RIDE 07 KENSINGTON, LONDON – 27<sup>th</sup> OCTOBER 2007**

The winter season is almost here and to help kick start it, Ride Freesport and the Metro Snow Show are putting on a freeski competition with an urban feel in London! The London Ride 07 is laying on a freesports festival packed with quarter pipe action from some of Europe top New School freestyle skiers and the best of British riders from various international teams. Athletes will gather in London on the 27<sup>th</sup> October 2007 to compete in an indoor quarter pipe event showcased at the Metro Snow Show in Kensington Olympia, London.

### **The disciplines:**

#### **The Quarter Pipe**

The basic aim of the skier in the quarter pipe is the same as that of his snowboarding colleagues: he needs to show the highest and most spectacular tricks (spins, flips and grabs) possible in two separate hits. The tricks are then assessed according to style, height, difficulty, execution and show effect by several judges. No limits are set on the creativity of the competitors.

The London Ride is going to be a unique urban freeski event with the Metro Snow Show offering the spectators more than just a Quarter Pipe competition. The Metro Snow Show has many attractions such as a rail jam area, movie cinema screens, a fashion show and much more. You can even learn to ski for the first time at the show

The media will be there in force too. A 24 minute TV program of the event is being filmed and distributed world-wide by Quattro Media. A news feed from Ride Freesport will ensure the best runs and hits of the event are broadcast in High Definition, 720x576, Web Resolution, Podcast and 3GP formats for true global TV viewing. With photographers, such as Melody Sky, Pally Learmond and Camilla Stoddart covering the event, the London Ride 07 will act as a UK showcase for urban Freeskiing. The core values of freeskiing remain community, respect and adventure. Add to that a massive layering of fun and you have the London Ride 07. Be there.

Ride Freesport 2007  
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