

Press release

Wilten, Switzerland
6th October 2009

CLAST is looking for the next talent

Swiss Neckwear label CLAST is looking for the best snowboard rookie. The CLAST team including world champions like Markus Keller, Markku Koski and Olympic gold medal winner Gian Simmen selects the most talented rider out of all video submissions.

The winner gets a spot in the internationally respected CLASTZOO. The brand wants to offer a stage for young, motivated and yet unknown riders, helping them to step their feet into the international snowboard world.

Facebook as a stage to distinguish oneself

Participation works over the Facebook Page of the Neckwear Brand. The CLAST team selects the best clip posted on www.facebook.com/ClastNeckwear. All Facebook users can vote as well. The more votes a clip gets, the higher are the chances to win. Duration of a clip should be between 2 – 5 minutes; the formats are Youtube, Vimeo or similar ones. Asked is stylish and creative snowboarding. Not more, not less. Submission deadline is October 30th 2009.

More information on www.clastzoo.com/becomepartof

About Clast

CLAST was born in 2005 as a brainchild of Swiss snowboarders and Twofour Crew members Stephan Maurer, Markus Keller, Gian Simmen and Renato Späni. The brand started with only a small line of 3 products. By now there is a decent collection with several unique pieces for your neck. Clast comes straight from the heart of the snowboard scene, namely the riders and is supported by the most talented guys out there, such as Nicolas Müller, Kevin Pearce or Peetu Piiroinen. Detailed information about CLAST, all products and riders on www.clastzoo.com

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