



Press release, October 2009



The world's biggest girls-only snowboard event moves to a new site •

From the 08th to the 10th of January 2010 at Saalbach Hinterglemm (AUT)

Roxy Chicken Jam 2010: The chicks rock Saalbach Hinterglemm!

The Roxy Chicken Jam relocates to Saalbach Hinterglemm, Austria! After six events at Innsbruck, St. Moritz and Kaprun, the world's biggest snowboard competition for girls only moves on to pastures new this season. The 7th Roxy Chicken Jam Europe will take place from the 08th to the 10th of January 2010 at the Nightpark Saalbach Hinterglemm!

From the glacier to the village centre: with the move to Saalbach Hinterglemm, the next Roxy Chicken Jam will happen only 200 meters from the village centre attracting more spectators than ever before. Live gigs and parties will give the event an additional festival flavour. The Nightpark at Unterschwarzachlift will be shaped according to the demands of the world's best snowboarders. It will offer two jib sets at the beginning and the end of the course and a triple kicker line at the middle of the park. The event will begin with the qualifications on Friday, the 08th of January 2010. The finals will take place on Saturday; Sunday is a bad weather day.

The Roxy Chicken Jams in Europe at the beginning of the winter and at Mammoth, USA, at the end of the season both are 6-star events and the biggest and most important competitions of the TTR Women's World Snowboard Tour – while the event at Saalbach Hinterglemm sets the course for a successful season, the female TTR World Tour Winner will be crowned at the Roxy Chicken Jam USA. With 1,000 points for the overall ranking respectively, the winners can distance themselves from their competitors. At both events, the snow park and the event format are specially tuned to the girls' demands, and the focus will be 100% directed on them. All in all, this leads to stronger performances, and has made these events the benchmark measuring the progression of women snowboarding as well as being an avenue for unknown riders to make their mark.

For more information, please see www.roxy.com





Roxy Chicken Jam Schedule

Friday, January 8th

12.00 – 14.00: Qualification

Saturday, January 9th

12.00 – 14.00: Mainsession

15.00 – 16.00: Superfinals

19.00 – 20.00: Concert Bunny Lake

20.00 – 20.15: Award Ceremony

20.15 – 21.00: Concert

21.00: Party

Sunday, January 10th

Bad weather day if needed!

Roxy Chicken Jam 2010 – Fact Sheet:

What it is	International snowboard contest for women
Location	nightpark Saalbach Hinterglemm, Austria
Date	January 08-10, 2010
Event Mode	Slopestyle, Jam Session format
Infos	www.saalbach.com

Winners so far:	Roxy Chicken Jam 2004 (Innsbruck/AUT): Natasha Zurek (CAN)
	Roxy Chicken Jam 2005 (St.Moritz/SUI): Natasha Zurek (CAN)
	Roxy Chicken Jam 2006 (St.Moritz/SUI): Cheryl Maas (NED)
	Roxy Chicken Jam 2006 (Kaprun/AUT): Jamie Anderson (USA)
	Roxy Chicken Jam 2007 (Kaprun/AUT): Cheryl Maas (NED)
	Roxy Chicken Jam 2008 (Kaprun/AUT): (cancelled)

Organization	Mellow Constructions, Pradlerstrasse 69a, A-6020 Innsbruck E-Mail: office@mellow.at ; Tel./Fax: +43 (0) 512 93 67 15
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