



SURFWEAR COMPANY

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Press release # 1

# OXBOW BACK TO POWDER

PRO SKIERS &  
SNOWBOARDERS  
EVENT

## Oxbow Back To Powder The rendezvous of the season

Lolo Favre and Chris Weber will meet you for the 3<sup>rd</sup> edition of **Oxbow Back to Powder**, the not-to-miss backcountry event of the season, on the ski station of Arêches-Beaufort, near Albertville.

This event gathers six pro skiers and pro snowboarders among the elite of the current riding sports scene. The unique concept of **Oxbow Back to Powder** is to reunite on the same playground the charismatic riders, freestylers or freeriders, all specialists of backcountry.

The originality of the concept is that during the different sessions the riders will judge each other to choose the best skier and the best snowboarder at the end of the week.

The challenge is to win a trip to Hawaii, a surfing Mecca, to discover the extreme wave of Maui.

The **Oxbow Back to Powder** is always in search of new territories and exceptional moments to share. This is an event that authentically renews the backcountry. The new places were found and the new zones were shaped to offer the riders a possibility to push their limits on traceless backcountry slopes.

Between the freeride and the freestyle, follow this week of strong sensations and true pleasure on [www.oxbowworld.com](http://www.oxbowworld.com) from the 1<sup>st</sup> till the 6<sup>th</sup> of February 2010.



FEBRUARY, 1-6 2010  
ARECHES BEAUFORT - FRANCE

[www.oxbowworld.com](http://www.oxbowworld.com)

ARECHES BEAUFORT

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