



PRESS RELEASE

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Snowbombing 2009: Fatboy Slim and Grandmaster Flash mix it up in Mayrhofen

Two gods of club culture will be rocking the Zillertal in 2009, from 28 March – 4 April. The occasion? The tenth anniversary of Snowbombing – the biggest and most unconventional music festival in the Alps. Fatboy Slim, pioneer of big beat, will make the Tyrolean mountains shake. And Grandmaster Flash, one of the inventors of hip-hop, will take guests on a musical trip through time into the history of hip-hop – the world’s largest youth movement. ‘Snowbombing’ in Mayrhofen is nothing less than a reinvention of ‘après-ski’: make the most of smooth snow and spring sunshine on Mayrhofen’s 157km of pistes during the day – and dance the night away to urban club sounds, in rustic log cabins and wild igloo parties, 2000 metres above sea level.


Born in 1963 as Quentin Leo Cook, Norman Cook had his first worldwide success as the bassist of The Housemartins in the 1980s, famous for their number one hit, Caravan of Love. But it was the late 1990s when he struck gold as DJ Fatboy Slim – bringing electronic dance music into the charts with a bang. He turned heads with the hit single Praise You and its multi-award winning video – memorable for its stunning amateur dancers and chaotic choreography. Before long, he was one of the world’s hottest DJs. This year at Snowbombing 2009 in Mayrhofen, Fatboy Slim will be rocking the valley with his trademark mix of pumping beats, soaring vocals and spectacular rock riffs, ricocheting through the Zillertal mountainscape.

The first hip-hop artist to win a place in the Rock and Roll Hall of Fame, Joseph Saddler, better known as Grandmaster Flash, is a musical pioneer of the old-school kind. As one of the inventors of ‘scratching’ in the 1970s, he helped popularise a brand new style of DJing in hip-hop clubs worldwide. To him, record players weren’t just for playback – they were instruments in their own right. His legacy: this style of DJing became the fourth cornerstone of hip-hop, alongside rap, breakdance and graffiti.

Fatboy Slim and Grandmaster Flash – two of the world’s best-known DJs, mixing it up in Mayrhofen. What other big names will be flying in to join them? Only time will tell – stay tuned for more news from the Snowbombing crew...

INFOBOX: MAYRHOFEN
www.mayrhofen.at

Name	Mayrhofen	630m
Snowbombing 2009		
Date	28 March – 4 April 2009	
Special guests	DJ Fatboy Slim DJ Grandmaster Flash	
Skiing areas	Ahorn	670 – 2000 m
	Penken	1645 – 2500 m
Key facts	157km of pistes, 48 lifts (Mayrhofen) 639km of pistes, 167 lifts (for the whole of Zillertal)	
White Lounge	White Lounge – a unique blend of an igloo hotel, an igloo bar and a party spot high on the Ahorn plateau, 2000m above sea level	
Getting there		
By car	From Munich	approx. 1½ - 2 hours 149km Tip for day trippers: quickest access to skiing is on the Horbergbahn lift
By train	Express train to Jenbach. From there another 35km with the Zillertal train to Mayrhofen	
By plane	Nearby airports: Innsbruck (65km), Salzburg (170km) and Munich (190km)	



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