

SNOWBOMBING

APRIL 5-10 MAYRHOFEN AUSTRIA 2010



**SNOWBOMBING IS PROUD TO ANNOUNCE THEIR PARTNERSHIP
WITH VOLVO FOR 2010**

SNOWBOMBING 2010: DRIVEN BY VOLVO

Monday 5th - Saturday 10th April 2010, Mayrhofen, Austria
www.snowbombing.com/en

Whoop Whoop! Snowbombing are as proud as punch to announce their partnership with Volvo Car UK for the world's biggest show on snow taking place in Mayrhofen 5th-10th April.

However, "there's more to life than a Volvo!" Not that the lovely people at Volvo don't love their cars, it's just that there are lots of other things in life to get excited about too. Friends. Family. Fun. Sunshine. And SNOW!

Volvo is such an ethical brand whose love for the mountains, environment and fresh air fits in perfectly with those of Snowbombings, and their mad-capped, music loving, powder praising punters.

Gareth Cooper MD from **Snowbombing** says: "We see Volvo and Snowbombing as a perfect fit – both super cool brands pushing boundaries in their individual fields.

Some of the activity that's going to take place is going to blow people away, all ending in Mayrhofen for the main event where we will be giving away a top of the range Volvo C30 R Design to one of the lucky Snowbombers"

Kylee Rush, CRM Manager Volvo Car UK Limited says "Volvo Car UK are very excited to announce our 2010 partnership with Snowbombing, now called Snowbombing 'Driven by Volvo'. Snowbombing, like Volvo, is a brand on-the-move and we share many similar values making the partnership a perfect fit. Innovative technology, beautiful design and driving fun, coupled with our joint genuine care for the environment, means that Volvo's link with Snowbombing makes perfect sense and gives us a perfect backdrop to express these values"

Thanks to Volvo there will be some exciting new elements and events for Snowbombing 2010. For starters look out for 'Tour de Dance' (Snowbombings tour of European Ski Resorts), The UK Club Tour (hitting the biggest and best club nights in the UK), The Road Trip (which will see in excess of 120 cars hit the road in one big convoy en route to Snowbombing), and a Snowbombing take over of The Volvo XC Ice Camp (which will see Snowbombing take over the snow playground with an exclusive gig and party for a lucky 200 special Snowbombers).

Volvo will also be showcasing a range of models at Snowbombing, including the stylish new C30 Sports Coupe and chic new C70 coupe/convertible. They will also be bringing along the XC60 crossover complete with sports-inspired R-DESIGN guise, which performs perfectly on snow and in off-road situations. So expect plenty of snowy shenanigans to be had whether it's the Pro-boarders showing off their flips and spins over the vehicles in the huge Vans Penken Park, or the stylish cars to be used for chauffeuring Snowbombing's top artists and high profile guests around the village in style!
How exciting!

Volvo will also have a selection of their DRIVE models to help 'keep the snow on the mountains' this season which will please our Snowbombers very much! With impressive fuel consumption and low environmental impact, there will be no melting glaciers this year or hopefully in future years!

Like a snow-capped i-pod, crammed with cracking tunes and bursting with 'moment'-inducing music, Snowbombing 2010 is set to be the biggest one yet!

All artists will all be playing once-in-a-lifetime shows in the most awesome venues this side of Neptune; in huge igloos and alpine forests...on snowy plateaus and in medieval barns...surrounded by the UK's finest ambassadors of nonsense and bonkers...with mountains for a perimeter fence and with over 150 miles of powdery pistes to play on between bands!

FATBOYSLIM, EDITORS, DOVES, THE ENEMY
2MANY DJS, FRIENDLY FIRES, VITALIC
THE WHIP, EXAMPLE, WILD BEASTS
DAN LE SAC V SCROOBIUS PIP, THE CUBAN BROTHERS

Very Special Guests...
DE LA SOUL

CROOKERS, ADAM BEYER, ANDY C & MC GQ, SUBFOCUS
JAMES ZABIELA, NIC FANCIULLI, SCRATCH PERVERTS
SLAM, FAKE BLOOD, BRODINSKI, SKREAM, BENGA, MOODYMANN
STANTON WARRIORS, PLUMP DJS, KRAFTY KUTS, DJ YODA, JUSTIN ROBERTSON
MISTAJAM, SKEPTA, JACK BEATS, RIVA STARR, ALIX PEREZ, BREAKAGE, TAYO, TODD TERJE
KRIS MENACE, EWAN PEARSON, MATT WALSH, GREG WILSON, JAMIE JONES, JIMMY VAN M
JON CARTER, CAGED BABY, CLIVE HENRY, MC WREC, DISCO BLOODBATH, DOORLY, EVIL NINE
SASSE, GUY WILLIAMS, BONES, THE REVENGE, JOE RANSOM, LOOSE CANNONS, STREETLIFE DJS
MUMDANCE, ZERO T, RUSS CUBAN, BARRY PETERS, RATTUS RATTUS & KLOSE ONE (URBAN NERDS)
SPANGLES (ALI LOVE & LUCA C), DAN WILLIAMS, BARRY ASHWORTH, FIRAS, ESKIMO TWINS, MATTY J, MARC
ROBERTSNATHAN DETROIT, PETE JORDAN, PROPHECY & MC TONN PIPER, TOM BUDDEN, NEIL BAINBRIDGEURBAN
KNIGHTS, TBX, SOMBRERO SOUNDSYSTEM, ARSEQUAKE & DUBIOUS, CA

Volvo at Snowbombing – AS WHITE AS THE DRIVEN SNOW!

Prices start from £279 to secure your place at the Worlds greatest and wackiest show on snow!

CONFIRMED PARTIES:

Jade Jagger's Jezebel, Black Rabbit, Urban Nerds, Wax:On, Disco Bloodbath, Don't Stay In, Fuse, Spectrum, Mixmag, RA, The Blast, Smash 'N' Grab, Metropolis



FOR MORE INFORMATION PLEASE CONTACT:

INTERNATIONAL MEDIA: Eva McBride eva@gonefishingpr.com / 020 7748 5218

ONLINE: Emily Barker emily@gonefishingpr.com / 020 7748 5218