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# SNOWBOMBING

APRIL 4-9 MAYRHOFEN AUSTRIA 2011

SB2011 NEWSLETTER  
WED 12/01/11  
IN THIS EDITION:



HAPPY NEW YEAR  
CHASE & STATUS LIVE!  
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INTRODUCING VOLVO SNOWBOMBING & LOTS MORE!

## Happy New Year

**Happy 2011 to all Snowbombers!** Our new year's resolution is to make Snowbombing even better and create an event the like of which has NEVER been seen in the snow. In order to realize our ambitions we've pulled a top Swedish model! **We're pleased to announce an exciting new headline partnership with our close allies Volvo for 2011.** This strengthening of our bond will enable us to develop Snowbombing into a truly pan-European event with a World class line-up befitting the **'World's Greatest Show on Snow'** and will allow us to really deliver an unprecedented festival experience for everyone: More music, more venues, more road trips and of course the Volvo Ice Camp... **Essentially more mischief than EVER before!** [Read more here.](#)

## SB:11 Line Up: January Transfer Window Open!

Ron Manager here: "Over the moon **we've signed thrusting wingers CHASE & STATUS to do their full on LIVE show** which will only serve to strengthen our squad and mean no one will be sat on the bench as their 'one-two's' are the stuff of legend and they've been hitting the net whenever they play together". [Read more here!](#)



BEARDYMAN | DAN LE SAC V SCROOBIUS PIP  
MS DYNAMITE | TEMPA T | THE SUNSHINE UNDERGROUND | JAMIE WOON  
THE CUBAN BROTHERS | DUB PISTOLS | THE MILK | FENECH SOLER  
JOHN DIGWEED | SKREAM & BENGA | ANDY C | CARL CRAIG  
JAMES ZABIELA | AEROPLANE | CLAUDE VON STROKE | SHY FX | RODIGAN | SCRATCH PERVERTS  
HENRIK SCHWARZ | DIXON - PLUS MANY MORE - CLICK FOR FULL LINEUP

## Pillow Talk



We've got more beds than the Slumberland Boxing Day Sale! (Which is just as well as you are filling them faster than Calum Best in a convent). Whatever your wallet wants; we've got a mattress to catch your fall after a hard day's night at Snowbombing. See below for our recommended beds of choice and [click here for info on our self catered apartments.](#)



### Hotel Ferienhof (4 star)



This hotel will be completely taken over by Snowbombers for the week so if it's a 4\* with atmosphere that you're looking for them look no further! **Set just under the main Cable car** and back from the main street this Hotel is the ultimate location for rest and relaxation after (or before) a hard days/nights/days Snowbombing action. Great pool, spa and amazing views of the mountains but **with a lively bar to get you going before the party.** [Click here to read more.](#)

### Cafe Traudl (3 star)



This hotel offers **comfortable and spacious rooms, all with their own balconies** from where you can enjoy wonderful views of our mountains. The Penken cable car and the skibus stop are located in the immediate vicinity. Looking after your well-being at all times, the Cafe Traudl offers a varied half-board menu, or in the **à la carte restaurant, with traditional fare, local delicacies and homemade pastries.** A Snowbombing favourite. [Click here to read more.](#)

### Pension Laubichlhof (2 star)



Located in the tiny hamlet of Laubichl, the pension Laubichlhof offers a good location just outside central Mayrhofen. Furthermore, **this pension is actually closer to two of Snowbombing's main venues than other centrally located accommodation!** This pension is ideal for people who would rather spend their money on going out and spending time skiing/boarding rather than a crib which screams "bling". [Click here to read more.](#)



### Stefanie Prefers Girls...



**Attention all Snowbomlettes!** We've lined up a great 'girls only' hotel. The Stefanie is as glam as she sounds. Everyone who stays there will receive a **complimentary ski/board lesson** with a hunky unshaven, tanned instructor (oo-er!) who will (we have absolutely no doubt whatsoever) be eager to demonstrate how he masterfully he plants his pole whilst begging you to 'bends ze knees'... [Read more here.](#)



### Volvo Snowbombing UK Club Tour



Those who turned their backs on Jools Holland on NYE (it's filmed in August, doncha know) and braved the sub zero in order to bathe in sub bass were amply rewarded with brilliant year-straddling shindigs at SUPERCHARGED & EASTERN ELECTRICS. At 11pm our **Winter Wonderland** room was pure as the driven snow. By 7am all the crates of Eristoff were empty and let's just say things had erm 'drifted'. [Catch the carnage here!](#)

## The Missionary Position: Update



Our crack team of sonic snow soldiers have started their **mountainous mission** to generate the Volvo Snowbombing vibe in the premier powdery playgrounds across the Alps, whilst undertaking some uniquely bizarre challenges en route. **THE URBAN KNIGHTS, SUB FOCUS, JAMES ZABIELA** and **MISTAJAM** (whose weapons of choice are a Volvo XC60 and a XC90, fully loaded with Pioneer CDJ1000's & hi-res video Screens) have already taken on the dark forces of cheesy après ski noise pollution in Mayrhofen, Les Arcs, Meribel and Chamonix. Catch up with their adventures [here!](#)

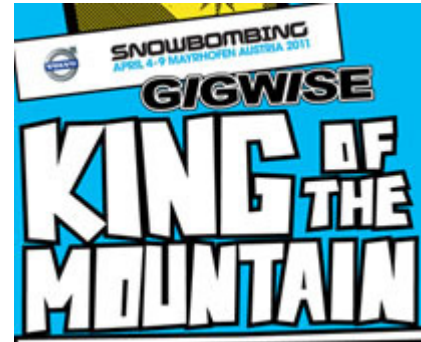


## Volvo Snowbombing King of the Mountain: Search is on!



It's our very own 'X(treme sports) Factor!' Our annual battle of the bands (which we run together with our pals at [gigwise.com](http://gigwise.com)) has commenced!

This is YOUR chance to appear on a festival bill alongside **Prodigy, Pendulum & Fatboy Slim** and strut your stuff on a stage in the middle of the mountains in front of a panel of industry experts, the UK's coolest media and 5000 Snowbombers. [Click here for more info.](#)



## Our New Best Friend



Online dance music bible [Data Transmission](http://Data Transmission) has garnered much acclaim in recent times for its excellent features, news and podcasts, and along with [whatkatyperryhadforbreakfast.com](http://whatkatyperryhadforbreakfast.com) is fast becoming one of the internet's most trusted names. Dancing without prejudice since 2008 and bringing you more content than any other electronic music site every week of the year, **Volvo Snowbombing is stoked-upon-Trent to be holding hands under the dinner table with Data Transmission**

## Mobile Tool Mission



It's back! **Our Eristoff iPhone app returns in 2011** with a whole host of exciting new features. This year the app will include 'Facebook Places' - so you can 'check in' at Snowbombing venues, find other friends who are in the crowd, share your updates with people back home and even win prizes. We're on a mobile tool mission. **Pure tech fulfilled festival fun.** [Read more here.](#)

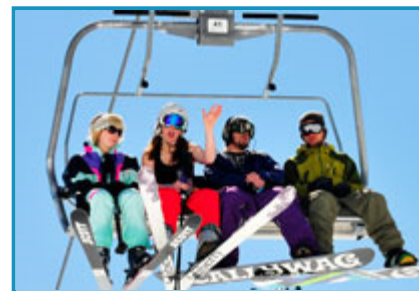


### We've got the runs



One of the best runs in Mayrhofen is the Ahorn abfhart. This may sound disgusting but in actual fact it's a dream: the longest (5km's), most panoramic and challenging route in resort. It takes you from the top of the Ahorn to the valley station just 100m from the centre of town!

[Read more here...](#)



### Hans On's Über Tips



My cousin Zizzi's team of bus drivers bring thousands of Snowbombers in on the transfer buses. Not only do these have a toilet and music, they also have a bar! This means that your Snowbombing socialising can start at the airport! But beware that these buses do get full and so the message is **book your transfers now**- don't dilly dally all the way (as you say over there!) or mess about with trains or hiring a car as there's nowhere to park it in our beautiful little village anyway unless you are with the Roadtrip!... And what's more, this being Austria; THE BUSES RUN ON TIME, YA? [Click here for more of Hans's Handy Tips.](#)



**Podcast:**  
Episode 40

**KRAFTY KUTS**  
Krafty Kuts puts together a special Volvo Snowbombing podcast to celebrate his return to mountains of Mayrhofen.

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