



## Quotes from 2011

### **TILLATE**

What an exceptional location! What a cool unpretentious, international clubbing crowd!  
What a mother f\*%kin' festival!

It's a laidback environment, but it's crazy and it's sunny enough to hang out in shorts and T-shirt, yet cold enough to go snowboarding!

It's a festival, but there are no tents and there are saunas, in which everyone goes butt naked! Quite possibly the ideal festival formula!

If you do 10 things before you die, make sure that Volvo Snowbombing is one of them - it's that good!

### **RA**

Set among the stunning alpine mountains, snow covered peaks, fresh pine forests and blue skies of Mayrhofen, Volvo Snowbombing's unique environment helps fuel a party atmosphere that is unrivalled.

More costume changes than a Lady Gaga concert. Less sleep than a heart surgeon on call. Snowbombing was everything I'd hoped for and nothing I expected.

### **ARTROCKER**

Boarding by day, giggling by night is a hefty task for anyone but those who plough on through are certainly rewarded... Volvo Snowbombing 2011, you almost killed us but by god it was worth it!

### **VIRTUAL FESTIVALS**

Not your run of the mountain festival. Snowbombing is a heads-first blizzard of winter sports, ice cool bass-bin breakers and full on sleep deprivation that will split you sideways.

Volvo Snowbombing has the nicest crowds at any festival and they are all absurd. Must be down to the high altitude and the alcohol!

### **CHANNEL FOUR**

Enjoy it and love it cos' its only on for one week!

There are no rules at Snowbombing!

### **WILL BEST**

There's more stuff that goes on at this festival than any one person could see in a week.



### **ERIN RICHARDS**

Snowbombing is about meeting people in the sun, some people are in costumes, some people are not but it's ok because everyone's having a good time.

The Backcountry party is one of the best kept secrets at Snowbombing!

It feels like one continuous party, which is just all stuck together...joyous!

### **GARETH COOPER (Snowbombing Managing Director)**

The festival is up-beat, its happy. You arrive with 10 friends and you leave with hundreds.

This is the best week of the season, the town comes alive, the streets are full of people; happy people and the whole resort loves it.

### **MR BRUCE**

That great combination of being able to run around all day, throw yourself around a mountain, come down all sun-kissed and then listen to lots of loud music I think is a perfect combination.

### **ERISTOFF**

It's the craziest week, the funniest week, it's something else and that's what makes it so special.

You want to PARTY? You want to SNOWBOARD? You and Snowbombing sound made for each other!

What an amazing week at Snowbombing. Thanks to everyone who we met, skied with, danced with and enjoyed an Eristoff with. Best festival ever...

### **KIRK FIELD**

The thing that is special about Snowbombing is that it is a unique festival. It is people communicating, expressing, people dressed as bananas walking down the high street and the Eristoff forest party which brings the week to a shuddering climax.

### **BENNY THE BOMB WETSCHER (ONBOARD VIDEO)**

Snowbombing has good parties, and I like the people, there's a good vibe and the people are always relaxed, not aggressive, everybody is having a good time and enjoying themselves. Super fun!

### **HEAT**

We finally arrived in the tranquil alpine village of Mayerhofen, we were greeted by streets overflowing with local well-wishers furiously waving flags and chanting 'Snowbombing!!!' It felt like we were brave heroes, arriving to save them from a repressive dictatorship.



**SNOWBOMBING**  
APRIL 4-9 MAYRHOFEN AUSTRIA 2011

What Snowbombing does so well is offering variety. There's far too much on to even think about angry birds.

I really can't put into words just how truly amazing Snowbombing is. All i can say is that in my 1576 weeks on Earth, this one was by far the best.

### **DATA TRANSMISSION**

This year's Snowbombing took it to a whole new level of mental fun! For us from the minute we got on the bus at Munich till we got back there 5 days later, the line-up smashed it out the park, our data transmission party in the sun on Thursday afternoon was epic! We are counting the days till next year!!!

### **JOURNALISM.CO.UK**

Every year Mayrhofen's season ends with the famous Snowbombing festival where some of the biggest bands from around the world perform to an international audience.

### **CLASH**

What started as an après-ski party in the French resort of Risoul back in year 2000 has now morphed into what is undoubtedly Europe's biggest combined snow and music festival.

It's a difficult task describing your typical Snowbomber. The closest I can get is to take a sprinkling of the beautiful Ibiza jet set, throw in some fancy dress devotees you'd find at Bestival, cross that with the tits-out abandonment of a Magaluf hen party, then douse the whole shebang in a boiling vat of northerness. Messy, very good natured and a whole heap of snowy twisted fun.

Jackmaster housed it, Sophie Lloyed grooved it, Totally Enormous Extinct Dinosaurs smashed it, Ms Dynamite(tee-hee) kicked it, whilst Hans The Butcher cooked it – satisfying everyone's culinary desires after a hard day spent on the mountain.

Not since the heady days of last Summer have we danced more, laughed louder, stayed awake longer, bombed more Jager and hurled ourselves downhill faster. EPIC.

### **DJ MAG**

Bunting runs the length of the village, music bleeds out from various as hoc DJ stations and people mull about in shorts, fancy dress and all manner of non-Olympic standard of ski and snowboard wear.

The whole mountain is turned into an adults playground where booze and beats are on all day long, and where the regenerative mountain air surreptitiously revives us all for the evening ahead.

This is not just any festival; this is schnitzel, snow, sonics and superlatives over the course of a week-long party in your very own paradise: This is Snowbombing!



**SNOWBOMBING**  
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## **URBAN NERDS**

120 cars, 4 countries, 800 miles in a pimped out Volvo XC60, with speakers turned up to 11 and banter levels high; this year's Volvo Snowbombing Road Trip will not be forgotten in a hurry by the Urban Nerds team. God bless the autobahn!

## **METRO**

Snowbombing is a week-long fest of bands, DJs and artists kicking up a storm in a unique party setting: Crisp mountain peaks, alpine forests, atmospheric 200-year-old wooden barns and a nightclub made entirely from snow.