

THE WORLDS LARGEST WINTER FESTIVAL REACHES NEW HEIGHTS AS SNOWBOMBING RETURNS FOR THE 7TH YEAR!

- **Snowbombing 2007 dates announced!**
- **The worlds' best winter music festival goes live with more bands joining the line up!**
- **Set to be the biggest yet playing host to loads of new attractions and venues!**

Snowbombing '07 is on the horizon and back with what promises to be the biggest and most eclectic music festival of the winter season. Taking place between the **9th and 15th April**, the popular resort of **Mayrhofen** in Austria will again play host to the season's most highly anticipated party. Thousands of British snowsports & music enthusiasts flock for a fiesta that stretches across mountains, streets and nightclubs for a whole week of fun.

As one of the largest and most highly regarded resorts in the world **Mayrhofen** gets completely taken over for a week long party of hedonistic adventure and extreme sport. To top it all off, it takes place over Easter weekend so that's one more day off work to enjoy the amazing spring sunshine and snowy mountains of one of Europe's most snow-sure, late season resorts. The nearby Tux glacier (Austria's highest lifted point) is only a short (free) bus ride away, and although open all-year round, is at it's best in spring.

Famous for delivering a cutting edge line up of world class DJs **Snowbombing 2006** left punters hungry for more as they opened up the repertoire to include live music with explosive sets from bands like **Kid Carpet** and **Audio Bullys**. Previous healthy line-ups have featured **Gilles Peterson**, **Mr Scruff**, **Dave Clarke**, **DJ Yoda**, **Mylo**, **The Cuban Brothers**, **Soulwax** and **Bugz in the Attic** performing to sell out crowds. **Snowbombing** also teams up each year with the cream of UK club nights including **Bugged Out**, **Chibuku Shake Shake**, **BacktoBasics** and **SecretSundaze**. If you thought that couldn't be topped, the 2007 line up is set to be crammed with the best in new live music, the hottest DJs and a rock n' roll - après ski spirit!

As the line up grows so does the resort and this year sees the arrival of Austria's biggest cablecar – the 160 person Ahornbahn. Spectacular party venues the **I-Pyramid** and The **Arctic Disco** join old favourites like the legendary street-party – quite literally a guaranteed roadblock!

Snowbombing 2007 promises the same quality along side more innovation as the promoters have listened to their army of supporters who took part in the '06 survey and pledged more attention to live music which was such a massive hit last year.

Another new addition is the booking system which allows you to create your own online group with incentives for group bookings for your mates including free places and extra bonus packages. All this and more can be done via www.snowbombing.co.uk - So why should you and your friends wait 'till summer to party again? Confirmed bands and DJ's will be announced very soon – be prepared and book your place for the party week of the year!

For Press enquiries For Snowbombing '07 please contact Clare Woodcock or Eva McBride On 020 8962 8040 clare@getinvolvedltd.com/ eva@getinvolvedltd.com





PEACE FROM THE PISTES AT SNOWBOMBING 2007!

As well as being the home of **Snowbombing** - the world's best winter music festival, the picturesque village of **Mayrhofen** also plays host to one of the most luxurious spas in the Austrian mountains.

The **Snowbombing** festival will be taking place from the **9th – 15th April '07** and attracts over **3000** revellers for six glorious days of street parties, DJ's and bands. This years line up includes the likes of **The Young Knives, Sunshine Underground, Rumblestrips, Kid Carpet, Scratch Perverts, Annie Mac and Guilty Pleasures** and many, many more....

Amongst the breathtaking, awe inspiring Alpine heights lies the **Strass Wellness Centre** located at the end of the beautiful Zillertal Valley.

Mayrhofen is one of the worlds' purest and cleanest environments – a recent study found the tap water was purer and contained more minerals than some of the most famous bottled brands!

At the heart of the festival space lies the **Strass Spa**, a haven of peace and recuperation outside the fast paced action of the street parties, stages and sports.

Moroccan themed marble design completes the spacious retreat along with an outdoor meditation Zen garden with panoramic views of the amazing landscape. **The Strass Spa** offers a wide range of facilities and treatments including;

Finish and Bio Sauna

A choice of a 90 degree sauna or the more gentle 70 degree room that works with light therapy to encourage good circulation.

Steam Bath and Inhalation Cave

The **Roman steam bath** softens the skin & soothes the respiratory system along with the cleansing steam and salt air of the **Inhalation cave**.

Hamam

Aromatic inhalation in the Sauna opens and detoxes the pores followed by an intensive Turkish Massage using specialist foam lotions.

Thalasso and Salt Water Pool

Under-water massage and a healing bath to relax and rejuvenate the body, calm the mind and strengthen the immune system.

And on top of all this there is a wide choice of beauty and massage treatments available and those who book to stay at the Mannis Hotel and the Kramerwirt Hotel will have access to rooftop hot tubs with panoramic views of the expansive mountaintops.

Piste and retreat by day, rave by night. It doesn't get better than that!

FOR PRESS ENQUIRIES FOR SNOWBOMBING '07 PLEASE CONTACT EVA MCBRIDE OR HOLLY DE SYLVA ON 020 8962 8040 eva@getinvolvedltd.com/ holly@getinvolvedltd.com

FOR SPONSERSHIP ENQUIRIES PLEASE CONTACT ZIGGY GILSENAN ON 020 8962 8040 OR ZIGGY@GETINVOLVEDLTD.COM OR CHECK OUT THE WEBSITE WWW.SNOWBOMBING.CO.UK

