

Esurance ICER AIR

Tuesday, 30 October 2007

Esurance ICER AIR announces previously unreleased details regarding the groundbreaking action sports, music and lifestyle event that will take place at renowned AT&T Park, a major San Francisco landmark and home to the San Francisco Giants.

Considered by many to be among the best snowboarders in the world, Travis Rice has just announced his participation in Esurance ICER AIR, giving him a chance to defend his 2006 title. Rice is known for his big airs and mastery of difficult tricks, including the first-ever double back flip to fakie at the Red Bull Gap Session 2006.

Additionally, the newly designed ski and snowboard jump, created by David Ny of Scandinavian Shapers and designed in conjunction with world-class skier and Esurance ICER AIR competitor Jon Olssen, will be the biggest stadium jump ever created. Ny and his team have designed snowboarding and skiing venues around the globe, including the Winter Olympic Games in Torino and are considered the most experienced scaffold jump designers in the world. Esurance ICER AIR jump construction begins today and will continue throughout the week.

Of particular note will be the judging panel for the event. For the first time ever, judges from the United States Ski Association (USSA) and Fédération Internationale de Ski (FIS) will come together with the core freeskiing community in an effort to create a consistent judging platform across all ski disciplines. This unprecedented move is perhaps the first step in many paving the way for freeskiing to someday be an Olympic sport.

At this year's event, skiers and snowboarders will not be the only athletes throwing big air. In addition to the renowned ski and snowboard big air competition, X Games and Dew Tour FMX athletes will ramp backflips, spidermans and lazyboys during a freestyle motocross session. Just announced FMX athletes include Kenny Bell, Derek Garland and Johnny Ebinal.

To kick-off the Esurance ICER AIR live music performances, the Dirty Heads, a lifestyle roots band out of Huntington Beach, Calif., will take to the stage for a live performance on Friday night at 8 p.m. at the ICER Village. The Dirty Heads have been described as a blend of Jack Johnson meets Beastie Boys with a splash of Sublime. As previously announced, Mos Def and Talib Kweli will take to the main stage Saturday night to close out the event.

Among the many new features of Esurance ICER AIR is the introduction of a second venue, the Village. Located adjacent to AT&T Park on the opposite side of McCovey Cove, the Village will be home to freestyle motocross, a skate/BMX park, wakeboarding, 60 vendors and exhibitors, a giant ski sale, a music stage and beer garden.

Esurance ICER AIR gained notoriety in 2005 by laying down 16,000 cubic feet of snow on one of San Francisco's steepest streets and hosting a big air ski and snowboard competition. A year later, Esurance ICER AIR became the first and only stadium event in the United States. Now in its 3rd year, Esurance ICER AIR will feature a 2-day multi-sport event on November 2-3, 2007.

Tickets start at \$10 and can be purchased at www.icerair.com.

Â

{mos_fb_discuss:10}Â