Wrap up warm as Freeze comes rolling into the capital

Wednesday, 08 October 2008

This
month Battersea Power Station hosts a brand new snow sports and music festival, with Relentless the energy drink on hand to help keep the pace of 4 day event!

With one of the biggest line ups London
has seen, Freeze looks set to be the event of the ski season â€“ world class skiers and snowboards will rub shoulders with some of the greatest names in music resulting in an unmissable date for your diary.

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During the 23rd to 26th of October, Battersea will
be transformed into a mini ski resort; featuring the biggest real snow jump ever made in the UK!
The music line up is equally as massive with headliners including Cypress Hill, The Enemy and The Automatic.

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With such an action packed 4 days, Relentless are on hand to answer all your energy needs by taking over the Blizzard Bar and serving up some of the now legendary cocktails. The bar will also host a stage every evening featuring some of the most exciting new music forces around at the moment including The Holloways, Example and The Ghost Frequency.

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Not only is the energy drink bringing a choice selection from their
musical stable, we can also expect some of their finest winter sports riders gunning for glory at the event. With Gary Greenshield and Tom West representing snowboarding comps
and Joe Tyler shredding in the skiing fields. Â

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Now onto what our riders are set to face! The 17m table top real snow jump has been created for the LG London Big Air Event, part of the LG FIS (International Ski Federation) World Cup â€“ kicking off the Northern Hemisphere Winter season in serious style. While this event is for snowboarders there will also be some amazing skiing going down. The run down of events is as follows:

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Â - The LG London
Big Air is a leg of the LG FIS World Cup for snowboarders and attracts some

of the biggest names in the World of snowboarding. Riders will be fighting for Â£15,000 and those essential ratings points for their World Champion quests.

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The International Freestyle Ski Event will once again feature the Worldâ€™s best skiers on your doorstep in London. Some of the Worlds top snow athletes will be competing for the $25,000 prize and inspiring you ahead of your winter snow holidays!

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- FREEZE have not forgotten the UKâ€™s home grown talent and are going to give them the opportunity to challenge the Worlds best! The Battle of Britain (BOB) seeâ€™s the countries top riders gaining precious FIS points enabling them to compete in the main event, The LG London Big Air.

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Another feature of the event will be the movie premiers including Grenades Boned Age, Forumâ€™s Forum or Againstâ€™EM and the English production Bread and Buttered.

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