The Big Snow Festival is a Mountainous Success

Thursday, 25 March 2010

Dirty Sanchez, GLC, Rawkus Noize and Jaguar Skills took no prisoners as they wrapped up the last night of the first ever Big Snow Festival in predictably raucous style.

The supremely laid back resort of Arinsal in Andorra played host to hundreds of festival goers gathered for seven solid days of mountainous music, snowboarding, fun and mayhem with over 80 per cent of the crowd experiencing skiing and snowboarding for the first time.

Kicking off with Calvin Harris and Judge Jules launching the first night of The Big Snow Festival, their explosive sets had everyone mashing up the dance floor â€˜til the sun came up but many agree, the best was yet to come.

Offering a truly memorable experience, Thursday saw the Dare 2b pro team demoâ€™ing their tricks at The Big Air Demo followed by an unbelievable mountainside party delivered by EddieTempleMorris, Stereo: Type and Pendulum DJs. As the sun set, the mountainside lit up with search lights, in-the-snow graphics and an awe-inspiring torch light show courtesy of Arinsalâ€™s finest ski instructors. Â The party then continued at the Surf club with Brandon Blockâ€™s Old Skool Disco â€“ complete with proper school uniforms on show and an old skool music set to match.

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Every day of the week wasÂ jam-packed with an aprÃ¨s ski party courtesy of Loaded magazine, VIP rooms hosted by Kiss FM, 80s fondue â€œcheeseâ€• night, fancy dress on the slopes and DJ sets courtesy of Â LeeRoy Thornhill, Mickey Slim, Darren Jay, MC Fearless and Toddla T to name a few.

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The Big Snow
Festival organiser, Ian Kaye comments: â€œWeâ€™re
really pleased with The Big Snow Festival launch event. Guest feedback has been
incredible. Itâ€™s a totally inclusive event that delivers fantastic music
and great fun - all hosted by an amazing resort which has helped to deliver an
unforgettable Big Snow experience.â€•

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The Big Snow Festival
took place
from Sunday 14 March to Saturday 20 March and event organisers are already
working on plans to grow the festival for next year and beyond.

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