

FREEZE Connects Snowsports and Music Fans

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Snowsports and Music festival, London FREEZE has launched an innovative online communications hub at www.londonfreeze.com/lg/. FREEZE Connect, the brainchild of official event sponsor LG Electronics, is the place for all the latest official and backstage news, coupled with an array of interactive and exclusive "Life's Good" competitions for followers of this iconic event.

Live today, FREEZE Connect (www.londonfreeze.com/lg/) links directly to the event's popular Facebook (<http://en-gb.facebook.com/londonfreeze>) and Twitter (<http://twitter.com/londonfreeze>) pages where exclusive messages will be created by the FREEZE Connect team consisting of UK Olympic snowboarder Ben Kilner and the widely downloaded Snowfix Podcast presenters Tim & Jules via their LG social networking handsets (GW520).

Aside from keeping followers abreast of the latest news and backstage commentary from the event, FREEZE Connect brings Life's Good moments to fans through money can't buy prizes that will be offered to winners of interactive "Alternate Reality Games" a series of online, real-life treasure hunts and a number of other challenges issued through the official Facebook and Twitter feeds. Prizes include VIP event tickets and one-off prizes such as LG messaging mobile phones, signed snowboards, skis and CDs from athletes and bands taking part at the event as well as Dare2b clothing and Relentless Energy drinks.

"FREEZE Connect is about creating communities that become the heartbeat of the action. Whether it's connecting to like-minded people, latest event news, competitions, or sharing your Life's Good moments instantaneously at the London FREEZE via social networking handsets - your friends and family will be able to experience the buzz of the event, as though they were right there beside you!" comments Jeremy Newing, head of marketing, LG Mobile UK & Ireland.

FREEZE Connect activities will operate up to and throughout the Freesports on 4 FREEZE sponsored by LG, taking place from 30th October to 1st November 2009, where London's Battersea Power Station will once again be transformed into an international competition standard snowboarding and freeski venue, featuring a 32m high ski jump and over 500 tonnes of snow against a backdrop of world-class music acts.

FREEZE Connect launches with a film introducing Ben, Tim & Jools and what's in store for the online community over the coming weeks. Watch it here:

<http://www.youtube.com/watch?v=p3s8s71VhhA&>

