Life is Good for Ben Kilner in Olympic Preparations

Monday, 26 October 2009

With the Vancouver Winter Olympics just months away all eyes will soon be on our snowsports athletes, and in particular snowboarder Ben Kilner, as the Games draw ever closer. Snowboarding is already established as one of the most viewed sports around the Winter Olympics and there are now six snowboarding titles to be won.

Ben is one of Britainâ€™s main hopefuls for the Winter Olympics. He is now widely regarded as the brightest male snowboarding talent in the UK with an array of national titles, as well as great success on the LG FIS Snowboarding World Cup circuit in the run up to Vancouver. Ben has also recently received a huge boost in his preparation by signing a sponsorship deal with LG, whose involvement as the principal sponsor of the World Cup series has helped the sport flourish over the last two years.

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The huge appeal of snowboarding in the UK is evident in the buzz surrounding the next round of the LG FIS World Cup, the Freesports on 4 FREEZE which returns to Londonâ€™s Battersea Power Station for its second year from 30th October to 1st November. Ben will be competing as the contest offers valuable Olympic qualification points and the 21-year-old is clearly relishing the competition: â€œIâ€™m really looking forward to taking on the Worldâ€™s best snowboarders in London. It will be great preparation for me in the lead-up to the Vancouver 2010 Winter Olympics, especially with the support of a home crowd! LGâ€™s involvement in the FIS Snowboarding World Cup has really helped to grow the sport and the FSO4 FREEZE is looking like itâ€™ll be a great event again this year.â€•

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LG have provided fans with FREEZE Connect to act as the hub for Facebook and Twitter activity Â (www.londonfreeze.com/lg) to keep the buzz going in the lead up to the event. Users are able to get up to the minute news, participate by posting comments and interacting with the online community and involve themselves in an array of interactive and exclusive â€˜Lifeâ€™s Goodâ€™ competitions. FREEZE Connect also offers the opportunity to put questions directly to Ben in a series of Q&A sessions prior to the event. The hugely popular Facebook fan page has gained over 5,000 members and an unprecedented level of member interaction just weeks after its creation. It continues to grow at an astonishing rate, demonstrating the value that the online community is drawing from FREEZE Connect.

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As FREEZE Connect has already announced, the music element to the event will also play a massive part in FREEZE. An impressive live music line-up is

scheduled for each night and includes headline acts from Orbital, Friendly Fires, Eagles of Death Metal and Calvin Harris.

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The LG FIS Snowboard World Cup event will again take place on the Saturday, while the weekend also sees a â€œBattle of Britainâ€• competition on Friday and a â€œBig Airâ€• freestyle skiing competition on Sunday.

In case you missed it, Ben previews the event with fellow LG ambassadors Tim and Jules in this film http://www.youtube.com/watch?v=p3s8s71VhhA& Â