Nanshan Open gets TTR status

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The Nanshan Open, the first snowboard contest in China, has announced the return of Red Bull as the official sponsor for the second year in a row. The annual professional snowboard competition is to be held at Nanshan Ski Resort January 5th and 6th, 2008 for the sixth consecutive year.Â

As the title sponsor of the Nanshan Open, Red Bull will once again receive title ownership as well as will be fully integrated in the marketing efforts of one of the most media generating sporting events in the country. The contest has gained mass recognition after its 5 years of success, not to mention induction into the TTR World Snowboard Tour.

â€œWe are more than excited to have Red Bull back as the main sponsor of the Nanshan Open,â€• said Steve Zdarsky, Mellow China CEO. â€œWe are now on our 6th year and have experienced continuous growth and this year will be no different. Red Bull is the perfect partner to support our initiatives to continue to be the best event in China and we will cooperate and aim to push snowboarding in China even furtherâ€•.

New for this season is a 4-star TTR status, which means riders will not only be battling for a whopping 25,000 American dollars in prize money, but also accumulative points which will ultimately name one snowboarder the best in the world. Ticket to Ride (TTR) is the governing body of the top events worldwide and pays out $250,000 to the rider in the top spot. Live music will also be an attraction on the Gibson stage with well-known national acts headlining the event making the Nashan Open the snow party event of the season.

Read the full story over at www.worldsnowboardguide.comÂ