



PRO-18

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MEDIA RELEASE

PROTEST SPONSOR BRITISH SNOW TOUR AND THE BRITS

Boardwear brand Protest has been named as one of the official Title sponsors of the British Snow Tour and the BRITS.

The brand – which recently signed seven times British snowboarding champion, Ben Kilner to its growing team of riders – is sponsoring the British Snow Tour and the British Slopestyle Championships at the BRITS.

The tour is raring to go with a line-up of 14 prestigious British Champion events. Stopping at four of the UK's top snowsport hotspots - Norwich, Glasgow, Milton Keynes and Castleford – the 2010 British Snowboard & Freeski Tour, which kicks off in September, is set to be a banger.

The BRITS marks the end of the tour in March 2011 - with Protest as the title sponsor of the British Slopestyle Championships – this unique week-long sports and music festival, held in Laax, Switzerland promises top snowboarding and skiing action along with quality entertainment.

Protest country manager, Paul Wilkinson, said: "We are delighted to be sponsoring the British Slopestyle Championships at both the British Snow Tour and the BRITS. This, along with the recent signing of Ben Kilner, is part of our investment in the UK core snow market to support the brand and our snow retailers."

Now in its ninth year The British Snow Tour provides riders with a path from grass-roots participation through to the highest level of snowboard & freeski competition in the UK, offering snowboard competitors prestigious TTR points and TTR World Ranking.

Spencer Claridge, director of Soulsports/British Snow Tour, said: "We are stoked to have Protest onboard as a sponsor - building relationships with brands that appreciate the impact of the tour and

the BRITS is really important. Protest are a brand on a mission and we feel pretty honoured to be one of their many new global partners... expect big things.”

About the Snow Tour

It's not all about the competition – there are 500 FREE introductory lessons to be had, FREE product testing, live music and MC, plus amazing 3 for 2 offers on competition entry - the aim is to encourage everyone to get involved. It's open to all ability levels from novice to pro and is served up across five age categories: Kids, Youth, Junior, Senior and Masters.

DATES FOR YOUR DIARIES:

British Artificial Championships:

- 11th & 12th September – British Dryslope Championships, Norfolk Snowsports Centre.
Featuring Giro Big Air, Protest Slopestyle & Trespass Ski/Snowboardcross Championships.

British Indoor Championships:

- 18th September – Trespass Ski/Snowboardcross Championships & Rail Jam, Glasgow SNO!zone
- 25th September – Giro Big Air Championships, Milton Keynes SNO!zone
- 9th October – Protest Slopestyle Championships, Castleford SNO!zone

British Invitational Championships:

- 22nd October – London Ski & Snowboard Show

ENDS

For more information, to arrange an interview or pictures, please contact Lyndsey Mitchinson or Angela Leighton at Say Something on 01740 621485 or 07917532211/07799332860 or email lyndsey@saysomethingpr.com or angela@saysomethingpr.com