



**KING of
DOLOMITES**
Freeride Photography Contest

ARC'TERYX KING OF DOLOMITES 2016

PRESS RELEASE #1 // 19.01.2016

San Martino di Castrozza, 19th of January 2016 – the next Arc'teryx King of Dolomites is less than one month away: the brand new format of the event draws more interest among the riders and enthusiasts all over the world, who every year join the most famous freeriding photography contest of Dolomites.

Several news this year: many innovations have been introduced in the 2016 edition, with a brand new format. Not just the best freeride shot but 4 different subjects will be the focus of the competition: Alpinism, Action, Landscape and KOD2016, a special subject which will be revealed only on February the 1st. For the first time in the history of KOD, Pro Teams and Wannabes will challenge each other on the KOD2016 subject, to take the throne and the title of King of Dolomites. One picture for each subject: the best shots will be rewarded, the total amount of prize money this year is over 6000 €.

For the PRO category the subscription modalities remain the same: great photographers such as Franz Walter and Christoph Oberschneider have already confirmed, and will join the competition this year. This year, each Team of the Wannabes category can be composed of 3 people maximum. The PRO Teams selection will take place within the end of January, while Wannabes Teams will have the chance to subscribe until February the 20th; in case of online subscription at www.kingofdolomites.com within January the 31st, the members of the Wannabes Teams will benefit from the Early Bird formula.

Big names will be also part of the Jury: we are honoured to have the Norwegian freerider Stian Hagen as our Head Judge. The task of taking a decision to elect the new King of Dolomites will be harder this year, because of the new format and rules. Another great innovation concerns the introduction of a public online votation during the days after the event.

The week programme during King of Dolomites will be as always, full of events, with the Test village on the Alpe Tognola which will allow the skiers of the San Martino - Passo Rolle Ski Area to try new material and equipments, night parties such as the Arc'teryx Party at Ranch The Dolomites Bar. The coronation of the new King of Dolomites will conclude the 3 days-event, and will take place in the town centre of San Martino di Castrozza, the afternoon of February 21st.

Arc'teryx has been confirmed once again as main sponsor of King of Dolomites, its commitment in supporting the event continues in this 2016, as well as the other partners like ApT San Martino - Primiero e Vanoi, Ski Area San Martino – Passo Rolle, Elle-Erre Easy Flags and Forst Beer. We are glad to welcome also SOCREP group as a new sponsor, with its brands Elan and Alpina. Meridiani Montagne will be the official Media partner of Arc'teryx King of Dolomites 2016.



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Official Hashtags: #KOD2016 / #kingofdolomites / #kod

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