

PRESS RELEASE FROM SKI 2 FREEDOM FOUNDATION – 5.10.2017



SKI 2 FREEDOM HELPS BRING BLIND SKIERS TO DUBAI

THE MAGIC OF SNOW IN THE DESERT BRINGS BLIND SKIING TO A NEW DIMENSION ON 8TH OCTOBER 2017

ON 8TH OCTOBER 2017 SKI DUBAI WILL PUT THEMSELVES AT THE FOREFRONT OF RAISING AWARENESS OF SKIING FOR BLIND AND VISUALLY IMPAIRED PEOPLE BY HOSTING THE FIRST EVER GUINNESS WORLD RECORD FOR TWO BLIND SKIERS AND THEIR GUIDES IN COMPLETING AS MANY KILOMETRES AS POSSIBLE ON A SLALOM COURSE IN AN INDOOR SNOW CENTRE. THE RECORD HAS TO BE SET WITHIN ONE HOUR AND WILL THEN BE ENTERED IN THE GUINNESS BOOK OF WORLD RECORDS. THIS 1ST WORLD RECORD WAS THE IDEA OF A SWISS BUSINESSMAN LIVING AND WORKING IN DUBAI IN COLLABORATION WITH SKI DUBAI.

After this, the record is open for challenge!!

The new event was the idea of Ski Dubai and Mr. Gustavo Montero from Dubai. The collaboration of Ski 2 Freedom Foundation was instrumental for this event to take place having been asked to use our comprehensive and extensive network of contacts to provide two blind skiers (B1) and one qualified ski guide to find a Guide and two blind skiers (B1) to participate – this year it is an all Swiss Team.

THE TEAM

The Skiers are both totally blind (B1):

Mr Yves Kilchör

Mr Jonas Pauchard

The Guides led by:

Mr Andreas Aellen, ski instructor with many, many years of experience teaching and guiding blind and visually impaired skiers of all ages, comes from Gstaad and works for Snowsports Saanenland (www.snow-sports.ch) He will be in charge of the pre-event training in Dubai.

Mr Gustavo Montero, a Swiss businessman working in Dubai, was a volunteer ski guide for blind and visually impaired skiers whilst living in Geneva for the organization GRSA.



Ski 2 Freedom designed a new-style gilet for blind and visually impaired skiers along with their guide. These will be worn by the Team in Dubai. We are very grateful to Gstaad Tourism who are supporting this event by sponsoring the gilets.

The Middle East's first indoor ski resort, and the world's largest indoor snow park, Ski Dubai offers an exclusive and breath-taking mountain-themed snow setting at Mall of the Emirates in Dubai. Here guests can enjoy a range of snow-centred activities including skiing, snowboarding, tobogganing, meeting Gentoo and King penguins, or simply enjoying the sub-zero temperatures away from the heat of the desert.

Covering an impressive 22,500 square metres with real snow, this once-in-a-lifetime experience attracts both aspiring and professional snow sport enthusiasts, residents and tourists; and includes five ski runs of varying difficulty, a freestyle zone, a zip wire and the world's largest indoor Snow Park with 3,000 square metres of interactive fun.

The first team to undertake the challenge is supported by Ski Dubai, Gstaad Tourism and Ski 2 Freedom and consists of three Swiss nationals. The team flew to Dubai on Emirates Airlines.

For more information on skiing, snowboarding and winter sports for people who are blind or visually impaired in Gstaad Saanenland or other destinations please contact www.ski2freedom.com

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Blind Skiing in Gstaad Saanenland

There are a number of ski schools that are able to offer instruction and guiding for both downhill skiing, snowboarding and cross-country skiing. Most also are able to accompany people who wish to enjoy the amazing sensory delights of walking in the mountains and on crisp snow using snow-shoes.

Further Information on Blind and Visually Impaired Skiing and Winter Sports in Gstaad Saanenland:

The region has been providing ski instruction and guiding for over 50 years. Many British wounded soldiers came for rehabilitation between WWI and WWII and after the war. Gstaad Saanenland has a good number of ski instructors from all the ski schools in the region. They are able to offer both Alpine and Cross-country skiing along with other activities such as snow-shoe walks and guided hikes in the beautiful mountains that make up this very special destination.

It is an ideal location for a winter holiday and the hotels and sports providers offer a warm welcome.

Ski 2 Freedom has been working in the region for a number of years and is able to offer first hand advice on where to go and what to do so that everyone has a very special and memorable winter holiday.

A tailor-made service is available and no-where is off-limits; from taking the cable car up to the top of Glacier 3000 and doing the Skywalk to sleigh rides, gourmet mountain cuisine, visiting the nearby Callier Chocolate Factory, seeing the famous L'Etivaz and Gruyere Cheese to just sitting on the terrace of a mountain restaurant and breathing in the fresh air!

All levels of skiers can benefit, from beginners to those who may wish to do some ski-touring or powder. Snowboarding is also very much a possibility!

There is a great selection of hotels, chalets and apartments from the luxurious 5* to family run 2*. Perceived often as a resort only for the rich and famous, we are keen to illustrate that in fact Gstaad Saanenland can offer something for all budgets and everyone can benefit in having a very empowering and life-changing trip.

For more information please contact catherine.cosby@ski2freedom.com

Snowsports Saanenland www.snow-sports.ch

Privat Ski School www.privatskilehrergstaad.ch

Gstaad Snowsports www.gstaadsnowsports.ch

Pure Snowboard www.pure-snowboard.ch

Snowsports Saanenland www.snow-sports.ch

Ski 2 Freedom Foundation www.ski2freedom.com

Gstaad Saanenland Tourism www.gstaad.ch

Glacier 3000 www.glacier3000.ch

Ski 2 Freedom Foundation is also able to offer help and advice on ski schools, places to stay and help with a tailor-made itinerary so that you can, as a family or with friends, make the most of your winter holiday.