

WINTER 2017/18

Fun & Parks



Ski **amadé**

Ski amadé for children and young people

From “Mini’s Week” to the “Cash for Trick Tour” – completely superb days of skiing and snowboarding.

A ski holiday with the kids can be fantastic fun. But in most cases parents aren't really suited to the role of a teacher. The best way for the little ski bunnies to quickly learn how to carve their turns is with other kids at professional ski courses, and they have lots of fun whilst doing so. Thanks to Ski amadé's Mini's Week, it's not even expensive. Older children are also well catered for by various activities in the snow parks, meaning that parents can have some time out to enjoy the slopes without having to worry about anything at all.

Mini's Week – small prices for little ski novices

Ski amadé is a ski network for the entire family. To that end, there are also special offers for younger and smaller guests. For just €100, and therefore very reasonably priced, the smallest (up to the age of six, born in 2012 or later) can start out in skiing. The area's ski schools are putting on an extensive programme for the young skiers from 13th – 27th January 2018. Depending upon the ski school and region, the ski courses offered during Mini's Week take place either over five half-days or three entire days. This gives the parents ample time to carve some beautiful turns together on the slopes, and the children enough scope to discover their love for ski sport, all the while having heaps of fun. Included in the offer, alongside the ski course, is ski hire for the “Minis” together with a lift pass. In much accommodation through the Ski amadé region children can stay for free in their parents' room. Thanks to the new Mini's Week, pre-school children can also learn to ski at incredibly affordable prices and grandparents, parents and single parents can also take their kids on their winter holidays at very reasonable prices.

For those who have already mastered their first turns, and of course for all established skiers, there are a total of 13 Funslopes in Ski amadé. Funslopes live up to their names – on these you travel over small jumps, through rapid steep curves, quick “snail” curves, through low tunnels and over fun waves.

Cash for Trick Tour – every jump counts

For those older kids, who no longer like to be seen on the slopes with their parents, but prefer to practise fancy jumps in the snow park with the other boarders and skiers, there are heaps of possibilities in Ski amadé. There are a total of 9 snow parks over the five different regions. The most popular with the snowboarding communi-

ty are the Absolutpark Flachauwinkl, the Superpark Planai, the Blue Tomato Kings Park Hochkönig, the Gastein Snowpark, the Alpendorf Snowpark and the Grossarlal Snowpark.

There's always something going on at these, and you're bound to meet like-minded people. Are you a boarder or freeskiier, and already able to do some cool jumps? If so, you should take part in the new "Cash for Trick Tour Ski amadé" competition which is making a guest appearance in all of Ski amadé's snow parks. It works like this – you simply go to the snow park, sign up, and shred and jump over the kickers, rails and boxes. Two official judges are on hand to evaluate the jumps and tricks and a presenter will give a professional running commentary via a loudspeaker. All participants are allowed to ride and jump as much as they like. The best tricks will be rewarded, and the more good "tricks" you do, the more "cash" you get. Put yourself up to the challenge!

Who are the best boarders and freeskiiers of the winter?

Are you 16 years old or younger and an enthusiastic snowboarder or freeskiier who enjoys filming? If so, there's nothing for it but to hit Ski amadé's slopes and snow parks with a selfie stick, GoPro and your friends in tow and shoot a cool video. Duck face and sexy poses are not called for here. It's all about wacky videos, cool tricks and fab lines. All the better if you can be funny at the same time. Submit the film to enter the "Ski amadé Rookie of the year" contest. It's as simple as that. At the end of the ski season the best videos from the boy and girl categories in snowboarding and freeskiing will be chosen and win an award. The prize in store for the winner is well worth the video effort: the champion wins an exclusive "Rookie of the year sponsored by Ski amadé" contract. That means they will be the face of the Ski amadé Kids/Youth campaign for a certain period of time, will receive a complete ski or board kit, including a GoPro, and will be at Ski amadé photoshoots at the launch and so on.

Meet the community – online and in the park

Ski amadé guests have got many different opportunities to interact with other members of the community. For example, people are always called upon to post cool videos and funny photos on the Ski amadé Facebook page. There's also always a lot happening across other social media channels, and you can almost always be there #livedabei when you use the correct hashtags such as #skiamade, #skiamademoents, #mademyday or #highestfarmersmarket. There are also more traditional social interactions in the snow park, with people watching each other, participating in peer review and discussing the jumps, in the lifts or in one of the numerous cosy mountain huts within the ski areas.

Information for Ski amadé guests:

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