

ARC'TERYX KING OF DOLOMITES 2019

PRESS RELEASE #1 _ 6/2/2019

San Martino di Castrozza, Feb 6th 2018 - thanks to the recent Snowfalls, anticipation is rising towards the 2019 edition of the Arc'teryx King of Dolomites. This year the contest has been renewed with a new format, which will make happy many photographers, riders and enthusiasts. Deadline for the qualifying stage is on Feb 16th, so pick up your Skis and Camera and start riding & shooting!

No more OPEN and PRO, but only one single category within which each team will fight to earn the rank of King of Dolomites 2019: This is the big news from the seventh edition of the most famous Freeride Photography Contest of the Dolomites, that will take place as usual in San Martino di Castrozza between 21st and 24th February. To make everything even more interesting, also the formula of the contest has returned to a 4-themes one, so the pictures should be shot following them, as it occurred in 2016 with great success. Each theme will have the best picture awarded with an overall prize of 4500 €, with the possibility to win inside all the categories, as if they were sort of "Freeride Oscars".

Even though the snow has shown up only few days ago, the event is already on with the *Qualifying Stage*, where the photographers could already select and send their best photos shot in the Dolomites until Feb 16th, 2019. The winner will have access to a Wild Card that will guarantee to his team the direct access to the "Grand Finale" of the event in San Martino di Castrozza, with hotel accommodation and a three-days skipass.

The program of the event will be, as usual, filled with many special moments; it won't in fact be missing the possibility to try new equipment, together with the traditional Photo exposition in the centre of the town. Also the fun will not miss, with the now-renowned Arc'teryx KOD Party of the Saturday evening, before the crowning of the new King of Dolomites, which will happen in the afternoon of Sunday 24th February in the centre of San Martino. Once again Arc'teryx presented itself as main sponsor of the event, confirming its dedication in bringing forward the event, dedication that never lacked also from the local partners such as *ApT San Martino di Castrozza e Primiero*, flanked by the *Ski Area San Martino - Passo Rolle* and by other historic sponsor like *Forst* and *Elle-Erre Easy Flag*. Also some new entries will support this year's event, relevant brands from the international skiing equipment scenery, like *Roxa - Italian Ski Boots* and *Movement - The Freeski Company*

Official Hashtags: #kingofdolomites / #KOD2019 / #KOD2019QS / #kod

Official Website: www.kingofdolomites.com/en/

KOD Press Area: www.kingofdolomites.com/en/press-area/