



Livigno, Italy, January 17th, 2012

**BURN RIVER JUMP 2012:
Rider Registration Is Open To Be Part Of The Unique Contest In Livigno 2012**

Snowboarders from all over Europe are looking forward to join the 6th edition of the BURN RIVER JUMP from February 21st – 23rd, 2012, in Livigno, Italy. The one and only TTR 5 star event in Italy offers US\$ 50.000 prize money and valuable TTR ranking points for the riders for their performances in slopestyle and big air.

Taking place in the final stages of the Ticket To Ride Snowboard World Tour (TTR) 2011/2012 between two 6 star events – the World Snowboarding Championships and the Burton European Open –the BURN RIVER JUMP is playing a major and decisive role this year: due to the fact that the best four results are counting for the TTR Slopestyle Tour Champion 2011/2012 the BURN SLOPESTYLE CONTEST in Livigno is one of the last opportunities for the riders to collect prestigious points for their ranking. Winning at a 5 star event like the River Jump earns riders 850 points, comparable to position 4-5 on a 6 star level contest.

For riders who want to compete in a field of world class snowboarders, online registration is open until February 17th, 2012 at www.burnriverjump.it. All interested male riders should register for the BURN SLOPESTYLE CONTEST now. The riders will be selected based on their ranking position on the TTR slopestyle points list released closest to the day for selection (Feb. 17th, 2012) until all 80 spots are filled. The top 10 riders out of this competition are automatically qualified for the highlight of the event, the BURN RIVER JUMP.

Thursday night will feature the BURN RIVER JUMP finals. The top freestylers will wow the crowd thanks to the amazing set-up over the river "Spoel" in the center of Livigno. Riders can choose among different solutions to cross the rivers' gap and to win the title "Burn River Jump Champion", taking home the biggest part of the prize-money cake.

Created by Burton Snowboards Italy and supported by the partners Burn, APT Livigno, SkiPassion and Mottolino, the Burn River Jump 2012 will guarantee stunning freestyle action in an unique Italian atmosphere.

Mark the date, come to Livigno and check out some of the world's best riders rocking the Mottolino Swatch Snowpark and the kicker at river "Spoel".

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FACTS

Title:	Burn River Jump
Location:	Livigno, Italy
Date:	21 st – 23 rd February 2012
Partners:	Burn, Burton Snowboards, Livigno, SkiPassion Livigno, Mottolino
Edition:	6
Tour:	TTR World Snowboard Tour
Ranking:	5 star event
Disciplines:	Slopestyle, Big Air
Prize Money:	US\$ 50.000.-
Categories:	Open (Slopestyle), Invitational (Big Air)
Contest Location:	Mottolino Swatch Snowpark (Livigno)
Programme:	Tuesday, 21 st Feb, 11:15 Slopestyle Qualifications Wednesday, 22 nd Feb, 11:45 Slopestyle Finals Thursday, 23 rd Feb, 15:15 River Jump (Big Air) Semi-Finals Thursday, 23 rd Feb, 20:15-22:15 River Jump (Big Air) Finals
Rider Registration:	until 17 th February 2012, 18:00 CET on www.burnriverjump.it
Open Spots:	80 Men for Burn Slopestyle Contest
Seeded Riders:	30 Men for Burn River Jump (Big Air) (10 Wildcards, Top 10 out of the Slopestyle Contest, 10 Invited/seeded into the finals)
Winners 2011:	Burn Slopestyle: Ulrik Badertscher (NOR) Burn River Jump (Big Air): Aleksander Ostreng (NOR) Burn Jib Master: Jamie Nicholls (GBR)
Specials:	Free entry
Event Website:	www.burnriverjump.it
Resort Website:	www.livigno.eu



About Burn

Burn Energy drink provides the fuel and the energy to those who want to leave their creative mark on the world. Commencing winter 2009, the Burn Snow project aims to build the foundations for fresh creativity and new concepts within the snowboard community. The program is here to support new ideas, reward passion and nurture riders of this mindset.

About Burton

In 1977, Jake Burton Carpenter founded Burton Snowboards out of his Vermont barn. Since then, Burton has fueled the growth of snowboarding worldwide through its groundbreaking product lines, its team of top snowboarders and its grassroots efforts to get the sport accepted at resorts. In 1996, Burton began growing its family of brands to include boardsports and apparel brands. Privately held and owned by Jake, Burton's headquarters are in Burlington, Vermont with offices in California, Austria, Japan and Australia. For more information, visit www.burton.com.

About Livigno

Sitting right in the heart of the Alps, Livigno has been the place where to discover new winter sports: here telemark is living a second youth, freestyle has grown up and snowboarding found its first fans. Livigno has also hosted several editions of the Burton European Open, a main international event, which raised the resort to the real Mecca of snowboarding during the first years of the new millennium. The snow and ski areas are winter's main attractions as Livigno provides a modern and wide ski-lift network to its guests. Today, with more than 115 km of slopes and the Mottolino Swatch Snowpark, one of the best in Europe, the "Little Tibet" is a perfect choice for everyone, with or without a snowboard, to enjoy snow, shopping and apres-ski. www.livigno.eu

About SkiPassion Livigno

With 31 lift facilities and 115 km of slopes, Livigno's skiing area is ideal for winter sports lovers. The snow is granted from December to May and the north-south disposition allows skiing always in the sunshine. Beside from being a natural field for beginners, it offers also black slopes to expert skiers, where challenges are taken edge to edge like in the Giorgio Rocca slope, named after the famous home champion. Youngsters looking for adrenaline will have also a great variety of choice: three snowparks, among which the multi-awarded Mottolino Swatch Snowpark, various boardercross trails on both mountainsides and other fun areas to discover. www.skipasslivigno.com

About TTR Pro Snowboarding

TTR Pro Snowboarding is a new breed of sports governing body made up of a professional network of events, athletes, nations and industry partners. TTR has been built upon the sport's core values and unique culture with the goal of making snowboarding the most recognized progressive sport in the world. The overall objective is to uphold the progression of snowboarding by providing fair and open competition environments, including innovative judging and ranking systems, that allow for athletes to develop from rookies into world-class athletes. A non-profit organization, the TTR owns and operates the TTR World Snowboard Tour, the TTR World Ranking System and the World Snowboarding Championships. At the end of each TTR World Tour competitive season, TTR awards World Tour Champion titles in each of the following categories: Overall, Halfpipe, Slopestyle and Big Air.

About Mottolino Swatch Snowpark

The Mottolino Resort, well known as the Italian resort with one of the best snowpark in Europe, sets its priorities in quality of structures, safety of the riders and fun of the activities. Hometown of three editions of the Burton European Open, Mottolino now provides its park for the 6th edition of the RiverJump, offering a high quality area of 120.000m² that will host the River Jump Slopestyle Contest and provides more than 170.000m³ of snow for the structures of the RiverJump. The Mottolino slope, placed next to the start of the gondola, will be reserved for the big evening final: there, the best weasel drivers and shapers will build breath-taking structures with 33.000m³ of snow that Mottolino is providing exclusively for this event. More info: www.mottolino.com