



DAILY NEWS



IT'S GOOD TO BE HOME IT'S GOOD TO BE HOME IT'S GOOD TO BE HOME

WE'RE BACK, BABY!



WELCOME HOME, SNOWBOMBERS

It's here. It's actually here. Feel it in the breeze of the mountains. Hear it whispered fervently around the streets of Mayrhofen. Sense it in the echoes of the alpine valleys. See it plastered on every DJ's Instagram and Twitter feed.

SNOWBOMBING IS BACK, BABY!

The hills will soon be alive with the sound of thousands of giddy Snowbombers, back amongst it in the Tyrolean valley after three excruciatingly long years. We've waited for this, planned for this and prayed for this, but the return of the world's greatest alpine music festival to the world's greatest festival setting almost feels worth it, doesn't it? So, let's whack our skis on and have a little dance!

Across the next five days and nights, expect an avalanche of DJs, performers, Austrian oddities and everything in between. From the emotional return of SB legend, Fatboy Slim, to Bicep's first live experience amongst the forest, and unexpected pop-up raves, this is the Snowbombing you know and love but packed with even more colour, fun and damn right fantastic experiences than ever before. The much-anticipated Street Party takeover by the eclectic super brand, Glitterbox, is one of the moments of the week you need to be circling in your party calendar. We're also set to reveal a brand new venue in the form of the Ahornhütte, a stunning spot to enjoy brunch and DJ sets from some

of the most legendary acts on the bill. Bottomless brunch against an alpine backdrop, what more can you ask for?

It wouldn't be Snowbombing without the return of the best and baddest party crews and sound systems flocking back to this curious corner of the Alps, each bringing their own unique brand of party to the occasion. UKG Brunch is set to bring a healthy dose of garage glam to proceedings; catch them hosting some brunch bashes at the Ahornhütte. Alongside that, old favourites and massive SB fan heroes, Rompa's Reggae Shack, return to the Eisberghütte bar at the top of the Red 7 run, with a mightily impressive roster of talent and a seriously bassy sound system to boot.

QUICK PICKS

JADEN THOMPSON, DANNY HOWARD & SOFIA KOURTESIS AT THE BRÜCK'N STADL

Enjoy the very best of house music from 22:00 till 05:00.

BEZ'S ACID HOUSE

Join the Happy Mondays legend in his Acid House takeover at The Arena.

MOUNTAINTOP BRUNCH WITH UKG

Sport your best bucket hat to our latest brunch addition - 90s theme! Buy tickets while they last.

We're also delighted to welcome Sink The Pink back for one of their last riotous appearances ever - DO NOT miss their Arena takeover on Thursday night which will surely be one for the books. Chuck in the return of King of the Beats on Friday night and you simply have the makings of the best Snowbombing ever.

Most of all, please stay safe on the piste and in town and look after yourselves and each other. As Fatboy Slim once said, "Snowbombing is just one big family", and after all the support we've had from you all over the last three years, we want to reiterate it more than ever. We couldn't do it without you and we wouldn't be here without you. This one's for you.

JOIN US AT THE HOMECOMING THIS AFTERNOON!

WE'RE LAYING ON A SPECIAL WELCOME BASH IN THE STRASS BAR TODAY FROM 4PM!

You've made it to the mountains in one piece! Congratulations. Now, check-in, dump those bags and put down those clinking bottles of Jäger, it's party

time. Roll up to The Strass Bar (located right next door to The Strass Hotel on the high street) today from 4pm sharp to cut the ribbon on Snowbombing and welcome the first day of the festival! We're not sure if we've mentioned it much, but it's the first time in THREE YEARS that we can be back together again in Mayrhofen, enjoying a week of pristine piste, world-class acts and more salted pork than

you can shake a stick at, so it's high time we celebrated. Setting the tone for this emotional encounter is a collection of DJs with more mountain experience than Hans the Butcher himself, such as Apexape, The Cuban Brothers, The Provibers and a very special b2b between Bez & Doorly set the tone perfectly for the week to come. Bring your vibes and get ready to shed a tear of joy - WE'RE BACK!

BEZ DROPS THE ACID (HOUSE)

JOIN THE 'OUSE PAAARTEH IN THE ARENA TONIGHT!

Prepare yourselves, people. Happy Mondays legend, erstwhile Gogglebox star and all-round hellraiser, Bez, is back at it again in the mountains tonight with an Acid House spectacular! It could only be Snowbombing, eh?

Bez is joined by an army of SB legends, bringing an acid-tinged selection of tunes to The Arena (a truly classic Snowbombing party joint) to ensure that your first night in Mayrhofen is proper top. Dub Pistols know this

place like the back of their hands (if they could find them, that is) and will be joining the Happy Mondays firestarter alongside another SB legend that is Doorly, then you have the makings of a launch party set to get the town rocking once more. So, once you dump your bags, settle in and have a wander about the town, get down to The Arena tonight to get that unbeatable Snowbombing feeling flowing back into your veins. With Bez at the wheel, what could possibly go wrong?



FIX UP, LOOK PAT SHARP

THE GOD OF THE FUN HAUS HEADLINES TONIGHT!

Now we're talking! The man, the myth, the mullet-wearing legend that is Pat Sharp is back at Snowbombing tonight, taking over our downtown party palace, The Fun Haus, for a kick-off party that's no doubt set to be packed to the absolute rafters. The Greatest Hits radio presenter and TV personality is known for his pure pop party ethos, so expect a host of golden oldies, forgotten gems and downright cheesetastic bangers (we are in the home of fondue after all). His legendary

Snowbombing Spotify playlist features the likes of The Killers, Bee Gees, Queen and Kaiser Chiefs, which gives you all you need to know about what to expect.

Pat is far from the only star name on show at our Après Party Palace, with the globe-trotting, arena-packing Massaoke bringing their awesome brand of communal karaoke to the table, alongside Jive Talk, Club de Fromage, Mikey Gray, besides more. We can't think of a better opening night knees up, so make sure you join us down the front to sing your hearts out and try for a selfie with Pat himself!



THE BEAST

**FREE SAMPLES
AT EUROPAHAUS
WRISTBAND
COLLECTION**

3PM - 6PM





MAYRHOFEN, THE HOME OF SNOWBOMBING

A TRIBUTE TO THE BEST FESTIVAL LOCATION ON EARTH!

It still doesn't feel real that we're back in the 'hof - Mayrhofen that is. The town, nestled amongst the Tyrolean hills, has played host to the world's greatest show on snow since 2007 (shout us on Twitter if you were at that one! @snowbombing). The town has welcomed the festival with open arms, grown with it and set its stall out as one of Europe's most incredible ski resorts. From the still gleaming new Penken lift that rockets up Snowbombers to the piste faster than ever before, to the foaming steins served up in the bars and restaurants across the town, Mayrhofen is simply built for Snowbombing and allows us to create the best festival atmosphere and experience possible. Who else would let legions of madcap festival-goers in fancy dress take over the town for a whole afternoon and evening? Where else can you club-hop all night before ending up with the greatest kebab this side of Austria? Where else can you have a fondue dinner before strolling down to a woodland forest clearing to watch some of the world's biggest bands? Like we said, Mayrhofen is a bit of a special one.

It's not the facilities that make the 'hof what it is though. Like Snowbombing, it's all about the people. Hans the Butcher may be the most famous face to our annual gang of loyal Snowbombers, but there are countless more characters involved behind the scenes that make this the perfect home for us. From the tourist board legends (shoutout to Andreas and his team!) to the Europahaus organisers, Zissy and her Christophorus team and countless more, we can't state again how thankful we are to have such an incredible group of people dedicated to making this festival happen. Please look after the town and be respectful: pick up your trash (including cigarette butts!), remember the rules of the piste when skiing and snowboarding, be polite and keep the good name of Snowbombing in high regard.

Make sure you eat your body weight in pork rolls across the week, head into the many trinket stores for peculiar gifts to bring home, drink as much Bavarian beer as you can and just breathe in the quality of the air. We've earned this, Snowbombers! This is our party hub for one week a year and we wanna be doing it forever. God bless you, Mayrhofen, you're truly one of a kind!

IT'S ALL BACK TO THE BRÜCK!

DANNY HOWARD HEADLINES A QUALITY NIGHT AHEAD

Bosh! Talk about returning home with a bang. Tonight's talent programme is bursting to the seams with both legendary acts and up-and-coming headliners, and tonight's programme at the awesome Brück'n Stadl is a testament to that. Radio 1 superstar, Danny Howard, is set to make his very first appearance at Snowbombing, and in the three years since the event last landed in Mayrhofen, Danny's stock has rocketed. Now a mainstay in the club and

festival circuit, and one of the UK's most respected DJs and presenters, we can't think of a better headliner for our first night back in our very own 'Alpine Berghain', the Brück'n Stadl.

Located at the top of the town, it's the ultimate late-night hedonistic hub so get yourself in there tonight for a taste of the week ahead. Alongside Danny, we're delighted to welcome Sofia Kourtesis, Cinthie, Jaden Thompson, who'll no doubt be flying up the bill in future years, and SB legend, Waze, rounds off the lineup in what is set to be an emotional return to our favourite club across the whole festival. See you there!



TRUE ODER FALSCH?

A LOCAL QUIZ FOR LOCAL FOLK ABOUT LOCAL THINGS.

- 01 Kraftwerk's seminal techno opus 'Autobahn' was recorded on the hard shoulder just outside Finkenberg just up the valley. The recording was interrupted by the local Polizei who only relented when they were asked to provide backing vocals.
- 02 The Sennerei Zillertal (dairy) is owned by Scottish Comedy duo The Krankies, and Wee Jimmy Krankie has won awards for his (or is it her?) mozzarella.
- 03 Legendary dance producer Giorgio "I Feel Love" Moroder's brother is a wood sculptor who has a studio in Mayrhofen.
- 04 The Hintertux glacier has been known to move up to 50 metres a year. Some drag lift supports have to be moved 3 times a year.
- 05 Mayrhofen's most famous son is Peter Habeler, who climbed Everest without the aid of oxygen (but not without the assistance of Hans the Butcher's sausages) and has a street named after him.
- 06 The Harakiri (Black 17) is the steepest graded piste in Austria, an underwear-threatening 78 degrees.
- 07 As a child, Austrian 'spaceman', Felix Baumgartner, was afraid of heights after falling off a slide in his local park.
- 08 Austrian après-ski legend, DJ Otzi ("Hey, Baby, Ooh-Ah!"), takes his name from a 5000-year-old mummy found at the top of a mountain in 1992.
- 09 The locals have over 50 words for snow.
- 10 The Beatles filmed their video for "Help!" on the Ahorn mountain.

FIND THE ANSWERS IN TOMORROW'S EDITION OF SB NEWS!

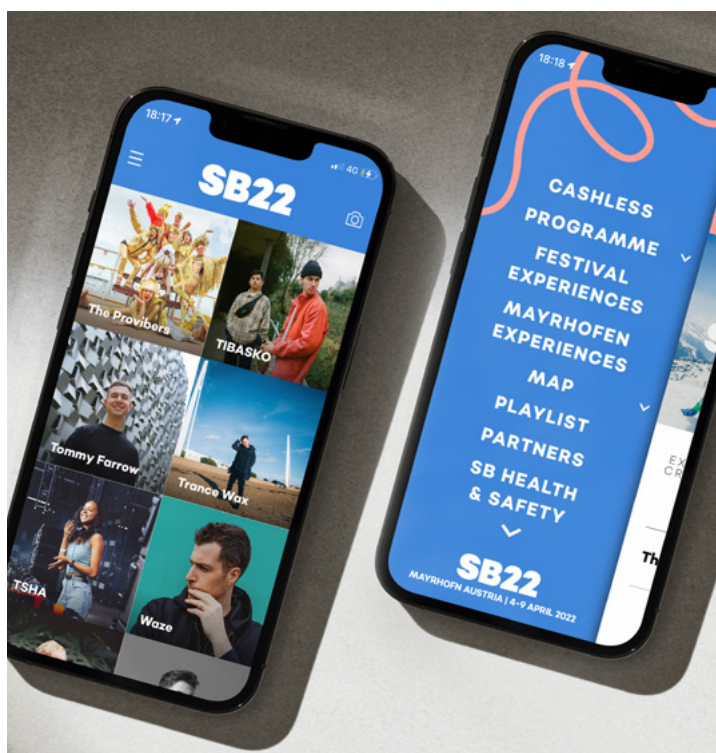
HANS' TOP TIPS

HELPING YOU GET THE VERY BEST OUT OF SNOWBOMBING 2022 WITH HIS CHOICE CUTS OF INFO!

The hills are alive with the sound of Snowbombing! They are a beautiful place but also a potentially dangerous place! All the gear, no idea, eh? Before you leave your room, have a quick look at the panorama camera channel on your TV. You'll find it past the acid trip kids cartoons and the German equivalent of Loose Women

(DO NOT WATCH!). It will not only show you pretty picture montages against a yodel-tastic soundtrack but will also show you the temperature at the top of the mountain - very useful as it's often dramatically different from the weather conditions in the valley.

Today it is supposed to be snowing, so pack on those layers to avoid all potential of catching frostbite; you wouldn't want it this early on into SB22!



DON'T WORRY, BE APPY!

DOWNLOAD THE OFFICIAL SB APP FOR LISTINGS, DISCOVER SECRET SETS, BOOK EXHILARATING EXPERIENCES & MUCH MORE...

With over 15 venues, 100+ artists, untold piste runs and more twists than an M Night Shyamalan film, Snowbombing is a festival that can be tricky to get to grips with!

That's why you need the handy new Snowbombing App, where you can find:

- The full 2022 line-up schedule - save your favourite sets and build your own schedule for the week!
- All the venues, bars, restaurants, ski lifts (and your hotel at 3 in the morning) with 3 functioning maps of the mountains and Mayrhofen!
- Top up your cashless wristband with ease.

- Discover a range of experiences such as paragliding, bungee jumping and a lot more.

- Last-minute lineup changes, competitions, location guides and live social media updates can be found via a tap of your iPhone or Android phone screen.

- Find your mates on our resort map if you get separated from your gang!

- A live social media feed to ensure you never miss all the best snaps, tweets and videos.

IMPORTANT Make sure you enable push notifications to get all the app updates across the week!



SB22
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