



DAILY NEWS



• ASCEND ONTO THE STREET • ASCEND ONTO THE STREET •



IT'S STREET PARTY DAY!

GET READY AS OUR INCREDIBLE OUTDOOR SPECTACULAR RETURNS TO THE 'HOF!

There are many things that have sustained us over the last three years during cancellations, lockdowns and everything else that's been thrown at us since March 2020. Many memories of amazing times have helped brighten things up on the darkest of days when hosting Snowbombing looked like it was simply never gonna happen again. But over The Racket Club lasers and piste-side whities, and even over Hans' own pork baps (don't tell him), was the overriding memories of thousands of Snowbombers taking to the roads of Mayrhofen, clad in a curious collection of glad rags all with one

thing on their mind: PAAAAARTAYYY. Yes, it's the Snowbombing Street Party. Yes, it's back. Yes, we are more than a little bit excited!

Leave your inhibitions at the hotel when you head to this outdoor bash with a difference as we bring together Snowbombers, artists and local residents alike for an open-air shindig with a marvellous mountaintop backdrop. Traversing between the golden era and modern classics of house and disco is the queen of dazzling and distinctive sounds, Honey Dijon, French house juggernaut, Folamour, and respected Glitterbox mainstay, Melvo Baptiste.

Honey Dijon is a DJ that makes the SBHQ top 5, and believe us when we say that it is a competitive field! Honey's brazen style blends all genres without looking to the past. She captivates with her instinct, versatile sound and dazzles the club and fashion circuit in London, Paris, Berlin, New York, and now the centre of Mayrhofen! We can't think of a better DJ to headline the return of The Street Party and welcome Glitterbox as our new partner. Bring. It. On!

The theme for this year's Street Party is... Glitterbox presents Express Yourself! Glitterbox events are

renowned for their extravagance and flamboyance to the soundtrack of the world's greatest DJs. Glitterbox stand for inclusivity, a safe haven for people from all walks of life, where party-goers can relieve their mind, body and soul and lose all inhibitions in the freest form. Expect feel-good music from the realms of house and disco, rambunctious energy and chaotically, colourful aesthetics.

It all kicks off at 5pm today - head out of your hotel and head towards the music. See you in the square for a party that's gonna go down in history.

QUICK PICKS

WARM DOWN SESSIONS WITH MR MOTIVATOR

Prepare for a long night of boogying as Mr Motivator eases all aches & pains from the slopes.

SING-ALONG ANTHEMS AT THE FUN HAUS

Massaoke travel back in time to showcase the best old-skool anthems.

BELLY LAUGHS AT THE ARENA

Aurie Styla, Elliot Steel and Gareth Waugh set the scene for an entertaining night ahead.

SOMEBODY SAY HUUUUH!



IT JUST WOULDN'T BE SNOWBOMBING WITHOUT HIM, WOULD IT?

We're loud and proud to welcome back our old favourite, the original muscle from the mountains (who could still give Schwarzenegger a real run for his money) and now a certified MBE no less, Mr Motivator!

A legendary fitness guru - spreading the good word of stretching and feel-good fun - and surely the most famous Jamaican to ever wear lycra (apart from those Bobsleigh lads perhaps), Motivator is another dab hand at Snowbombing and is a beloved festival fixture. Good old Derrick will be appearing outside The Mountain Stage every day of Snowbombing at 16:00 from today onwards, giving everyone

a crucial warm-down class that'll ensure you can go from the slopes to the session with minimal aches and maximum vibes. So, get the stretches in before the shots and make sure you've got the stamina for Snowbombing!

COVID TESTING INSTRUCTIONS & UPLOAD LINK:





DON'T GET THE HUMPH - HEAD TO THE RACKET CLUB!

CAMELPHAT AND SOLARDO HIT THE 'HOF TONIGHT

Now we're talking! After a whirlwind two days and the emotional return of The Racket Club last night with Andy C and Wilkinson, we're heading straight back underground tonight for another Racket session. This time it's for a tech-house masterclass from two of the greatest acts to do it.

Since hitting the 'hof for Snowbombing 2018, CamelPhat has since become serious players: headlining arenas, selling out tours and generally becoming the hottest thing in dance music. We're delighted to welcome them back, this time as one of Tuesday's most anticipated acts. They're joined by the most reliable party starters on this side of the equator - the one and only Solardo. The Manchester-based duo have brought their colourful at-

titude and even more colourful shirts to the mountains for the last few years. Each time, they're a fan favourite and they get shouted at in their droves each time. Welcome back lads, The Racket Club is yours.

Joining the CamelPhat and Solardo boys is Cassy, the soulful selector returning to the mountains for a Racket Club appearance. Cassy's lifelong love affair with music makes her one of the most respected selectors of her generation. She's a dynamic and passionate DJ with an encyclopaedic knowledge of electronic music history and a record bag to match it.

Kicking off proceedings is a strong SBHQ favourite, Sarah Story. The fast-rising Radio 1 DJ has quickly earned herself a reputation as one of the most fun selectors going, and we're sure she'll set the tone perfectly for the raucous night ahead. Get down early and see you there!



THE BEAST

FIND THE FIREBALLERS AT THIS MONSTER OF A TRUCK FOR AN ICE-COLD FIREBALL SHOT

THE STREET PARTY: 5PM - 10PM



DON'T BOTTLE IT, HYDRATE YOUR FESTIVAL EXPERIENCE

LAI D BACK IN THE SHACK

JOIN US AT ROMPA'S REGGAE SHACK ON THE MOUNTAIN TODAY!

It's reggae, it's sweet, it's at 6,000 feet! Rompa's Reggae Shack has become a cherished part of the Snowbombing experience over the last few years as festival mainstay, Rompa, brings a sackful of reggae 7 inches, a bagful of horns and whistles a crate of rum, and legions of DJ mates to send waves of vibes across the mountains from its HQ, Eisberghutte, located at the top of the Horberg lift.

We had an awesome kick-off yesterday, featuring Bez, Doorly and the main man, Daddy Nature, himself. The week ahead sees a varied smorgasbord of selectors such as Mr Motivator, Dub Pistols, Shadow Child and even Gorgon City all laying down super unique dub-flavoured sets on the piste across the week. Reckon you could find that anywhere else in the world?

Today sees Shadow Child, Chloé Robinson, Farm Yardies, resident DJ Ardi and Daddy Nature supply a gut-busting blaze of bass amidst the peaks. Grab a rum, soak up the rays and let the good times roll.

IT'S A BEAUTIFUL DAY FOR BRUNCH!

JOIN US AT THE AHORNHÜTTE TODAY FOR BEATS, PISTE AND A LUNCHTIME PARTY!

This is the spot to witness DJs spin sets against a picture-perfect, panoramic backdrop of the Alps. This is the place to enjoy fun and games with your fellow Snowbombers as you soak

up the springtime sunshine and enjoy a party unlike any other on earth. After yesterday's riotous debut in the Ahornhütte with the DnB Brunch legends, today we're taking it to the next level with two serious members of the DnB royal family, Fabio and Grooverider, on a mountain blasting DnB outdoor, whilst the sun shines and the booze is bottomless. Need we say more?

This is the most picturesque bottomless brunch venue you've ever ticked off your bucket list. The Ahornhütte is located just a short walk away from the top of the Ahornbahn ski lift, with panoramic views across the mountains.

Please note: You need a lift pass to access this venue, which can be purchased from your Customer Dashboard. If you're not planning to buy a

lift pass, but would still like to attend the Mountaintop Brunch, you can buy a 'round trip Pedestrian Ticket' for €17.50 per person from the lift pass cash desk at the bottom of the Ahornbahn lift. This will grant you one return trip up and down the mountain.

This is a SOLD OUT ticketed event. If you were lucky enough to nab one, we'll see you up The Ahorn!

TIME TO GET SHREDDED

WELCOMING THE SHRED SLEDS TO THE BOARDPARK

We've all got that one mate who boasts about their gnarly jumps, their 180 grabs and the fact that they could be in the Winter Olympics right now if it wasn't for their 'dodgy knee'. Well, now they can put their money where their mouth is as we welcome the awesome Shred Sleds to The Boardpark!



Totally new for SB22, you can learn a new snowsport this year with Europe's first dedicated Snowskate brand, Shred Sleds. Discover how fun and accessible snowskating is, with the help of pro snowskaters and designed for people of all levels. Shred Sleds is all about keeping the session alive! Just a few inches of snow on the ground can transform the world around you into a snow park. The best

thing about it is that they require no previous experience with skiing or snowboarding to use them, and although it helps, no technical apparel is really required. You can literally just drop it on the snow and skate around!

Head up the mountains today and join us at The Boardpark for a proper sesh with the Shred Sleds gang!

IT'S TIME TO SAY YAH TO WAH!

FRANKY WAH HEADS TO THE 'HOF TONIGHT, AND IT'S BEEN QUITE A JOURNEY!

Oh boy, are we ready for this one! We're delighted to welcome Franky Wah to Snowbombing tonight, as he makes his debut inside the Brück'N Stadl. A firm fixture on the SBHQ office stereo, Franky's tunes have also featured across many of our promo videos and clips, and we're delighted he's joining us tonight.

Franky started his life in music with super humble studio beginnings: in a shed with a laptop "and some crap speakers". He then moved to The Music Factory in Rotherham and

from there set up his own studio in Doncaster, Yorkshire, which is where he lives now and works when he's not on the road. The DJ and producer is currently one of the hottest and most exciting names in the dance realm for 2022. Receiving rave critical acclaim from established dance peers, ongoing support from key industry figures and playing to handfulls of fans on multiple festival stages have led to Franky garnering fan support in its thousands.

Catch him in our late-night rave hub, the Brück'N Stadl, tonight alongside the mighty Overmono (DJ), Will Easton, a very tasty pairing of Polymod b2b Ejeca and Meg Ward. Serious business!



CABLE CAR CONFESSIONS

The SB team hears many a statement, phrase or witty bon mot while out on the streets & pistes of Mayrhofen. Are they true? Who the hell knows, but they're bloody entertaining...

"Why is there such an abundance of paprika crisps?"

"Wow, this is the first place that actually looks like the Instagram."

"Mr Motivator is either, like, 35 or 75."

"Who pregames a whole bottle of Jäger? At 11am..."

"Weeing in your salopettes is fine. As long as it only happens once."



HANS' TOP TIPS



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

Greetings my kleiner clubbing friends!

My name is Hans, I live here in Snowbombing HQ, in 'the 'hof', and know the place like the back of my hand.

Those crazy Snowbombing people have asked me to give you more of my top tips for surviving the greatest show on snow (since Franz Klammers stag do) and saving the Euros, so you can send them to Ireland or Portugal where they need them more than you, ha! English humour, eh?

TIP 01: DISCOVER THE 24 HOUR OFFY

Some things you English do better than us Austrians: queuing, creating a diverse selection of flavoured potato crisps (we only have paprika). But other things we do better than you - include yodelling, ski jumping and running petrol stations. You see, the IQ garage at the bottom of the town is not only open for 24 hours, allowing you to fill up with super unleaded 95 right through the night, it also sells ridiculously low-priced alcohol! Located within a stumble-able distance to most of your beds, this is probably the best petrol station in the world. Where else can you buy Jägermeister, cold cans of beer, huge bags of Haribo jelly bears and 'L' plates at 5am when you're feeling shabby?

TIP 02: HIT THE BAKERY!

Chances are, you'll miss breakfast some days as you wouldn't want to get up at 8:30am after getting into your bed only an hour before. As all our restaurants stop serving at 10pm, you may think that you'll be going to bed hungry as you wander back to your crib in the early hours after another great night out. But wait! What is that smell wafting over the meadow? It smells like fresh bread!

You see, my cousin Max Bacher's bakery starts work at 3am, meaning you can pop in and buy some oven-warm fresh bread for a few cents post-club. Max's raisin bread is fantastic and costs less than the price of having a wee at Paddington Station. In other words, lots of dough for not much dough, as you Englishers say!

DON'T WORRY, BE APPY!

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



Keep the party going and the booze flowing by topping up your wristband before heading out. Cashless payments can be made at The Racket Club, The Fun Haus, The Street Party, The Forest Stage, The Brück'n Stadl, The Arena, The Strass Bars, Mountaintop Brunches at The Ahornhütte and at official Snowbombing merchandise stands around the festival site.

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 OFFICIAL TAXI



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