

DAILY NEWS

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WELCOME BACK SNOWBOMBERS!



THERE'S NO PLACE LIKE HOME

The snow has settled, the stages are set and you Snowbombers are slowly but surely arriving in the legendary 'Hof... Snowbombing 2023 has finally arrived!

It's been a whole 365 days until our last slope side soiree and this year's couldn't have come soon enough. We hope you're ready for the 22nd edition of Snowbombing; a weeklong combination of adrenaline-fueled action and world-class entertainment from artists and DJs from all over the world, entwined with some classic Snowbombing madness. Snow sports enthusiasts and music lovers unite, you're in for a week you'll never forget!

During the day, hit the slopes and experience some of the best skiing and snowboarding Europe has to offer, with miles of pristine pistes and breathtaking mountain views. As the afternoon arrives, you'll be getting hungry, you'll be getting tired... And what better way to refuel than at an infamous White Claw Mountaintop Brunch (made even more incredible this year with complimentary White Claw for the first hour). Then, by night, join us on a journey through the mountains...

From warehouse raves at The Racket Club with world-class talent like Patrick Topping, Arielle Free, Eats Everything and Groove Armada, to magical parties in the pines at The Forest Stage with Jamie xx, Folamour, Jayda G and TSHA.

On your way from venue to venue, bump into like minded, music loving people as the town comes alive with a vibrant mix of international visitors and local residents. Or, stop off at our late night lodge, The Brück'n Stadl and witness an incredible festival lineup in one of the world's most unique locations.

We wouldn't have been named 'The World's Greatest Show on Snow' without being joined by the best party crews from across the UK, each with their own unique party brands... You can catch everyone from the gang at UKG Brunch at the Ahorhütte to the HE.SHE.THEY squad taking over the Brück'n Stadl. Party until dawn with Defected at The Racket Club and go berserk at Bongo's Bingo at The Fun Haus after a hard day at après.

We are so lucky that we get to call magical Mayrhofen our home. While you're here, make sure to check out all the food and drink delights that the 'Hof has to offer. Grab a bite

at Hans the Butcher or a quick coffee before you hit the slopes at one of the many coffee shops in town. Mayrhofen is a foodie wonderland, but don't worry if you don't know where to start. Head to the Snowbombing app to check out all the amazing food spots that Mayrhofen has to offer.

Yes, Snowbombing is about world-class music and unbeatable snow sports, but it is also all about the people you meet and the memories you make. Whether you're arriving in the 'Hof with friends or you're a solo Snowbomber, Snowbombing is a winter wonderland of like-minded individuals who share your love of music, snow sports, and adventure.

It goes without saying that the Snowbombing family is simply that. A family. So, amongst all the fun and Snowbombing madness, make sure to look after yourselves and each other on the slopes and in the rave. We have a sneaky feeling that this is going to be the biggest and best Snowbombing yet, so do us proud Snowbombers.

WELCOME HOME!

MUST-DO MOMENTS

WAZE, JUNIOR SIMBA, LAYLA BENITEZ, DUSKY AND KILIMANJARO KICK THINGS OFF AT THE BRÜCK'N STADL TONIGHT

Witness House DJs from across the globe at our late night lodge!

FUN TIMES AT THE FUN HAUS!

The fun begins with Sasquatch & Of Course Dave from 1PM today!

WELCOME PARTY MADNESS

Head down to The Strass Bar from 4PM to kick off SB23 in style

KICK OFF SB23 IN STYLE AT THE WELCOME PARTY



SAY HALLO! TO THE MOUNTAINS FROM 4PM AT THE STRASS BAR

What better way to kick off SB23 than at The Welcome Party? Head down to The Strass bar on the main high street from 4pm today to get all the Snowbombing vibes you need to get you in the party mood!

Kicking things off will be Jazz Mango, the multi-instrumentalist DJ and producer that is sure to get you dancing. Followed by Snowbombing regulars, Loud Noises, to keep the party going. This energetic four piece interactive brass outfit pride themselves on blurring the line between band and audience, so make sure you don't miss them!

Then, to really get things heated up, Radio 1 DJ and presenter, Jess Izsatt, will be taking to the decks to keep you boogying the evening away. Finishing things off will be our friends at Mas Que Nada. They will be taking you on a journey through music and delivering an evening of euphoria - the only way to kick off SB23! Griff, Tommy Tickle and the Maq Que Nada bros will be providing all the disco grooves and funky beats you need to make sure your week at the 'Hof is well and truly set in motion, the Snowbombing way. See you at The Strass Bar Snowbombers!



SNOWBOMBING OFFICIAL TAXI

ONLINE-BOOKING
WWW.TAXIKROELL.COM
TAXI HOTLINE: +43 5285 62260

MAYRHOFEN | JENBACH | ACHENSEE



LET THE FUN (HAUS) BEGIN

GET HAUSY WITH SB RESIDENTS

We have some incredible talent opening up The Fun Haus for Snowbombing 2023. Kicking things off are Sasquatch and Of Course Dave - two underground DJs that are sure to get you on the dance floor with their heavy sounds and infectious beats.

Next up are Snowbombing regulars, Paragrophic and LÖU. Having both performed sets at previous Snowbombing years, they are no strangers to the mountains. They know how to get the party started and will definitely keep the party going all night long!

At 8:45pm, you can take centre stage with Famous First Words. This devilishly addictive live music experience is simple - step

up and sing the first line of a famous song in order to impress the judges... and your audience of Snowbombers of course. Take karaoke to a whole new level with Famous First Words tonight.

Whether you are a world-famous-vocalist or a sing-in-the-shower type of person, Massaoke will be carrying on the karaoke vibes and topping things off on the first night in The Fun Haus! Expect big hits, outrageous outfits, high energy and good vibes where you can take centre stage and sing until your heart's content, a karaoke experience like no other in the Austrian Alps.



THE BRÜCK OPENS TONIGHT

WITNESS HOUSE DJ's FROM ACROSS THE GLOBE

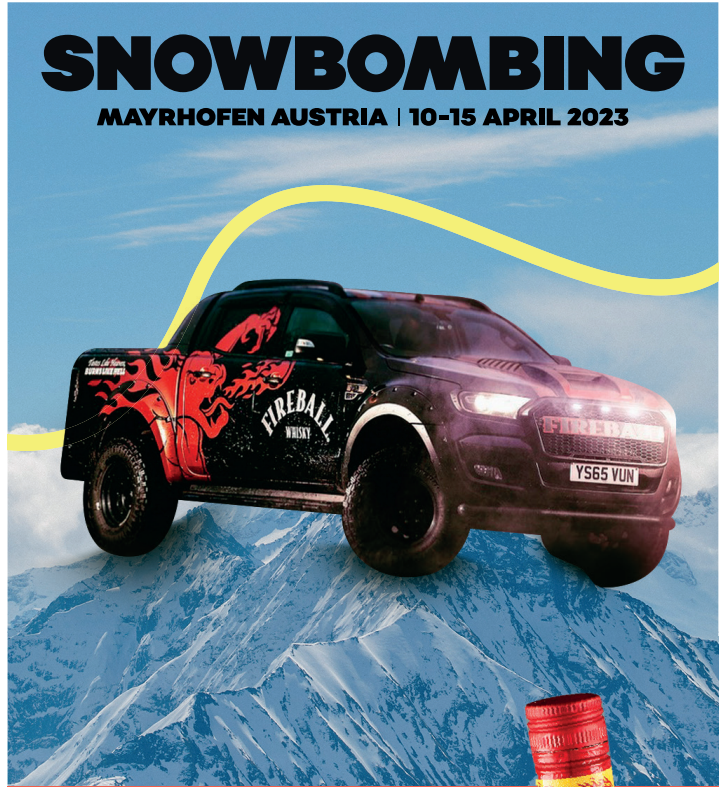
The Brück'n Stadl opens TONIGHT with an insane lineup of amazing DJs from across the globe to really kick Snowbombing off in style.

Starting the party will be dance music superstar Waze. With over two decades of industry experience and support from House giants, he is sure to get the party started at The Brück'n Stadl tonight. Next up is Junior Simba with a high-energy set and infectious energy. New York born DJ, Layla Benetiez, will then be taking things over to transport you on a trip of upbeat and energising beats.

From Zam, catch Dusky taking over The Brück'n Stadl with their eclectic goldmine

of Polish orchestral music, soulful jazz, vintage garage and drum & bass 12's. Finishing off the party is Kilimanjaro with his combination of Afro-centric rhythms and fast paced energies of the western electronic scene.

For 360 days of the year, this traditional Austrian abode is home to Oompah bands, electro-yodelling, Tyrolean shoe slapping and sausage throwing contests. But, as soon as Snowbombing arrives, we transform it into our incredible late night lodge, ready for you to dance the night away. One of the most unique festival venues you'll ever experience, head down to The Brück'n Stadl tonight from 10pm for the perfect combination of Austrian traditional and Snowbombing festival madness.



THE BEAST IS BACK

FIND THE FIREBALLERS AT THIS MONSTER TRUCK FOR A FREE ICE-COLD FIREBALL SHOT!

**SB HQ - EUROPAHAUS
3PM - 6PM**



Official Charity Partner



HELP RAISE MONEY FOR VULNERABLE CHILDREN BY DONATING TO WAR CHILD UK AND THE RIGHT TO DANCE WHEN YOU TOP UP YOUR WRISTBAND ON ARRIVAL. WE HAVE SIX AMAZING PRIZES UP FOR GRABS INCLUDING:



OOSC SKI SUITS



PACKS OF WHITE CLAW



FIREBALL BOTTLE & MERCH



SB MERCH & €100 EURO BAR SPEND

HOW TO SUPPORT WAR CHILD AND TRTD:

- 1 YOU ARE WELCOME TO DONATE ON ARRIVAL WHERE YOU WILL BE IN WITH A CHANCE OF WINNING AMAZING PRIZES AND MERCH FROM SNOWBOMBING AND FROM SOME OF OUR LOVELY PARTNERS OOSC, WHITE CLAW, AND FIREBALL!**
- 2 YOU CAN PURCHASE A NOBOMBING SCARF AT OUR MERCH STANDS WHERE PROCEEDS WILL GO TOWARDS THE CHARITIES.**

WE WOULD LIKE TO THANK YOU IN ADVANCE FOR YOUR SUPPORT TOWARDS WAR CHILD AND THE RIGHT TO DANCE. YOUR CONTRIBUTION IS GOING TOWARDS AN EXTREMELY IMPORTANT CAUSE AND EVERY DONATION HELPS.



CHILL OUT AT THE ICE BAR

WITNESS SOME OF THE COOLEST DJs LOCAL TALENT IN TOWN

Experience the coolest bar in Mayrhofen... The Ice Bar! Catch local DJs and residents performing all week. From 4pm today catch Gutzisun, Dr. Dakel and DJ Lil Helmet heating things up, giving you all the good vibes

you need to set you up for the best week at Snowbombing 2023.

Located next The Strass Hotel, stumble across some of the best talent in Austria during your night at The Ice Bar.

ALTITUDE COMEDY AT SB23

BELLY LAUGH THE NIGHT AWAY WITH THE BEST COMEDIANS IN TOWN

Snowbombing isn't just about the music, it's about the festival experiences. That's why our pals at Altitude Comedy Festival are joining us at SB23! Experience comedy like never before in the mountains with some of the funniest stand-up comedians on the circuit and an incredible spoken word show. Head to The Strass Bar from Monday to Wednesday for all the belly laughs you need, all with a stein or gluhwein in hand.

Download the Snowbombing app for the full Altitude Comedy takeover lineup!

ALTITUDE
Comedy Festival

STAND-UPS
AURIE STYLA
CERYS NEMES
MARK WALKER
RYAN CULLEN

PLUS
KIRK FIELD'S
RAVE NEW WORLD
ACID HOUSE STORYTELLING

THE STRASS BAR

SNOWBOMBING

Welcomes **WHITE CLAW** to the Mountains

WHITE CLAW
HARD SELTZER

NATURAL LIME
4.5% ALC/VOL

BLACK CHERRY
4.5% ALC/VOL

RASPBERRY
4.5% ALC/VOL

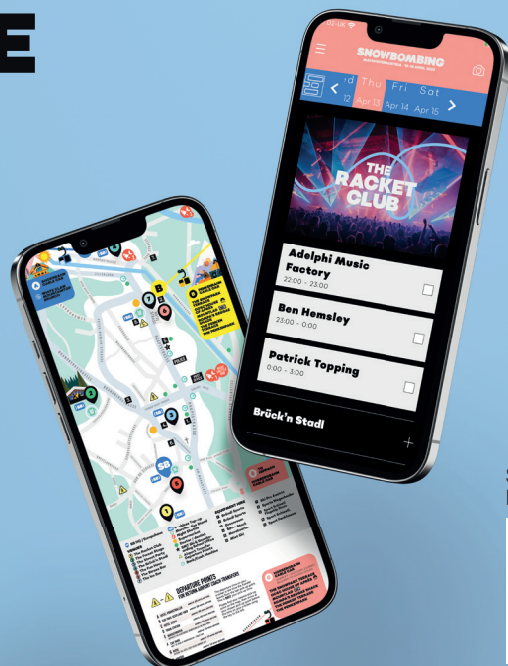
DOWNLOAD THE OFFICIAL APP

DOWNLOAD THE SNOWBOMBING APP TO KEEP UP TO DATE WITH ALL THINGS SB23!

EXPLORE THE LINEUP AND FESTIVAL EXPERIENCES, ADD PERFORMANCES TO YOUR PERSONAL SCHEDULE AND CHECK OUT THE FESTIVAL MAP!

YOU CAN EVEN TOPUP YOUR CASHLESS ACCOUNT, FIND THE BEST FOOD SPOTS IN TOWN AND BLAST THE SB23 PLAYLIST TO GET YOU IN THE SNOWBOMBING MOOD.

REMEMBER TO ALLOW FOR PUSH NOTIFICATIONS TO BE THE FIRST TO KNOW ABOUT ANY DRINKS DEALS AND SECRET SETS THROUGHOUT THE FESTIVAL... 🍷🍷



SCAN TO DOWNLOAD

