



PRESS RELEASE

Wednesday 8th February

WHITE STUFF SICK TRIX

White Stuff, the lifestyle clothing brand with mountain soul, brings you Sick Trix 2006. The ski and snowboard event is being held for the third consecutive year in the Val D'Isere winterpark. The White Stuff Sick Trix is an event by riders for riders and is the brainchild of White Stuff team rider Milo De Glanville.

With 2000 Euro's prize money and heaps of gear up for grabs this year's event will take place over two days on 20th & 21st March. The contest will kick off on Monday 20th with a qualifying session for riders. The following day's final will see 50 Euro's given to riders every time they pull a 'Sick Trick'. The slope style includes a choice of big airs, rails & jib boxes. Event features include a BBQ and DJ in the snow park, and a promotional after-party on Monday night in the Saloon Bar, followed by a prize giving on Tuesday.

White Stuff free ski rider Beanie Milne Holme will be taking part in the event and other top UK / European pro freestyle riders have been invited. Last year the top prizes were taken by pro skiers Pierre Espargilliere (Fr) & Woodie Bouma (Aus) and pro snowboarder Eric Labbe (Fr). This year's Sick Trix event hopes to attract even more pro and amateur skiers to take part in the action.

Milo De Glanville is hosting the events and as a top British rider he is on the cutting edge of the sport. He participates in national and international events throughout Europe and has followed the evolution of the sport since the beginning.

White Stuff brings you a fantastic technical mountain-wear range, consisting of men's and women's jackets and pants. A cross over range fit for skiers, boarders or street loafers. The low profile ergonomic designs combine with the latest technical and functional features to ensure the ultimate in high altitude kit.

White Stuff was conceived in the mountains and nurtured on skiing. All skiwear is constructed from Prooface, an exclusive waterproof fabric with extremely high water pressure resistance and high moisture permeability. White Stuff's team of free skiers test all aspects of the range from fabric performance, styling functionality and technical R+D features.

White Stuff clothes are a subtle alternative to the high street and are good for almost all aspects of life. White Stuff is available from any of its 30 UK and 3 Alpine stores. The range is also available via Mail Order by calling 0207 737 7557 or online at www.whitestuff.com.

-Ends-

For further information please contact:

Susan Crawford, Marketing Manager, White Stuff
Tel: 0207 737 9013, Fax: 0207 733 5123
email: susan@whitestuff.com



WHITE STUFF SICK TRIX

06



€2000
Prize money

Ski/Snowboard Open

20-21.03

WINTERPARK
Val d'Isère



info:milo@esb-prod.com