

Sony Snowcrown Update (Canadian Freestyle Championships, Mar 10-16 At Blue Mountain Resort)

March 3, 2014



2014 Sony Snow Crown (Mar 10-16, Blue Mountain Resort)

Collingwood, ON ([RPRN](#))
03/03/14 — Sony SnowCrown Ski and Snowboard Festival, presented by Rockstar Energy Drink, promises to be the biggest event of the Canadian season.

With \$50,000 in cash and prizes now up for grabs, the 2014 Sony SnowCrown (www.snowcrown.ca) combines Canadian Freestyle Championships with a week-long celebration of winter action sport competition, culture, and camaraderie.

2014 Sony SnowCrown Highlights:

- \$50,000 in Cash and Prizing
- AFP Gold Sanctioned Freeskiing
- 4-Star TTR Slopestyle, Halfpipe and Big Air
- Big Air is Qualifier for Ride Shakedown
- Full Course Build by Legendary Ryan Neptune
- Unparalleled first domestic access to several returning Canadian freestyle athletes
- Marquis event, televised in 90 countries, on networks such as BBC and TSN

- Thrills, spills and fun for all ages
- Rocking after-parties – and more

Registration:

Pro, amateur and junior athletes are encouraged to [Register Today](#). Space is limited and a credit card is required.

Event Hashtag: #sonysnowcrown

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Sony SnowCrown Ski & Snowboarding Festival***Presented by Rockstar Energy Drink (March 10 - 16, Blue Mountain Resort)***

With \$50,000 in cash and prizes now up for grabs, the 2014 Sony SnowCrown combines freestyle ski and snowboarding championships with a week-long celebration of Canadian action sport competition, culture, and camaraderie at beautiful Blue Mountain Resort, located near Collingwood, Ontario, Canada. Fans, sponsors and media will enjoy unparalleled first domestic access to returning Canadian freestyle ski and snowboarding athletes. We anticipate SnowCrown to be televised in 90 countries, on networks such as BBC and TSN.

SnowCrown (www.snowcrown.ca) is the signature winter action sports event of the Canadian season, produced by action sport event management company 365 Sports, a division of The 365 Group. From creative concept through to successful marketing activation, 365 Sports defines “full service” action sports event management. We bring brands and Canada’s passionate action sports community together to provide amateur and pro athletes with sponsored international competition experience, year round, throughout Canada. For event sponsorship opportunities, or to browse our events portfolio, please visit www.the365group.ca.

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