



# SWOARD

## DEMO TOUR

# ECS 2011

## ZINAL, SWITZERLAND

### 29-31 JANUARY 2011

### EXTREME CARVING SESSION VIII



**CARVING MEETING - SWOARD SNOWBOARDS TESTS - DEMOS**  
INFO: [WWW.EXTREMECARVING.COM](http://WWW.EXTREMECARVING.COM) / [WWW.SWOARD.COM](http://WWW.SWOARD.COM)



- 18-19 December 2010: **Cortina d'Ampezzo** (Italy)
- 22-23 January 2011: **Peyragudes** (Pyrenees, France)
- 29-31 January 2011: **Zinal** (Valais, Switzerland) - Main event
- 14-19 February 2011: **Ezhovaya** (Ural, Russia)
- 12-13 March 2011: **La Thuile** (Italy)
- 2-3 April 2011: **Courchevel** (France)



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## What is ECS?

**SWOARD snowboards** organizes the **ExtremeCarving Session** (ECS) every winter since 2004, for three days. This event is now included in the **Sword Demo Tour**, with five other smaller meetings (in resorts we have "certified for EC"). "Demo" does not only mean that the participants can **test Sward boards**, but also that they can watch **demonstrations of extremecarving** by the Sward team (the founders and Sward instructors).

**Free lessons** or advices are given to explain the ride technique developed by Jacques Rilliet and Patrice Fivat from 1995 to 2001. This technique, easily identifiable, is especially adapted to the width and other specificities of the **SWOARD Extremecarver**, the snowboard that inspired **extremecarving**. The words "rotation", "push-pull", "fluidity" and "gesture purity" will be part of your vocabulary. Advices on the settings of bindings and boots are also provided to benefit fully from all advantages of the SWOARD snowboards.

The level of most participants has incredibly risen since the first session, which had been organized at the request of the community over Internet. This event has become very popular with **more than 230 snowboarders (from 15-20 countries)** who want to push their limits still further.

The meeting takes place in the typical and small village of [Zinal](#) (Switzerland), **the home of Sward**. At the altitude of 2900 m the panorama is just amazing. The participants can carve laid turns on the dream slopes that are shown in the Sward movies, with the best specialists of the extremecarving discipline. A black slope, perfectly groomed, is reserved for us every morning.

During the three days of the event, the snowboarders are sharing their passion and experiences. Many friendships appear or get stronger. The **stands** on the snow, the **bars**, the **Saturday dinner** and other **activities** are contributing to the excellent atmosphere around this unforgettable experience.

More than **30 demo boards** will be made available for anyone who would like to test the **SWOARD Extremecarver generation 3 "extended"**. It is also the opportunity to find the board that is best suited to your size / weight / shoes-size. Remember to bring your favorite bindings and hard boots as this equipment will not be supplied. More than **12 demo boards** of the **SWOARD Dual** will be available too, though the program of this model is larger and focusing more on freeride/freecarve, wearing softboots or hardboots.

## What is new or important in 2011?

- The number of participants is **limited to 250 persons**. This is the maximum possible for this small resort, the hotels and the main hall. It's also important to keep the safety on the slopes and the quality of the event.
- The **blue, red and yellow packages** give access to the Saturday dinner (with distribution of goodies), the activities and the stands. They include this year **two tickets for cups of "warm wine" at the stands from 15:00** : it is the opportunity for the participants to meet new persons or make groups for Sunday evening (free evening).
- **Important: all packages and yellow tickets must be purchased BEFORE the meeting. See p. 6: REGISTRATION. Thank you!**
- Instead of the traditional T-shirt, this year the participants will receive **two surprise gifts** at the end of the Saturday dinner. Of course T-shirts and stickers will always be available for those who want some.
- **Badges** and markers will be available at the stands (from 09:00) and during Saturday evening. Everyone could write his name or his nickname (from Extremecarving Forum).

## Access and accommodation



**Zinal** is located in the "**Anniviers**" valley in the canton of Valais.

In the center of Europe and in the Swiss Alps, this place is ideal for such an international event. Trip duration from **Geneva international airport** to Zinal: 3 hours by train/bus, or 2 hours by car.

The next resort is Grimentz, which is 10 minutes away by car. Some hotels there could be a solution for the participants who have not found a room in Zinal.

Book your hotel online here: <http://www.zinal.ch/en/Accommodation/Hotels/>

The Reservation Center ("Coeur du Valais") can help you if necessary. See p. 6.

Info about the resort: <http://www.zinal.ch/en/Place/>

# ACTIVITIES

**DEMO** boards will be delivered for a period of 2 hours (1 hour for the model DUAL) in exchange of your passport, identity card, or driver licence, at our stand at the arrival of the main lift in Sorebois.

You are pleased to return the board on time and to take care of it as yours !

**Schedule: on Saturday and Sunday 9:30-15:30, on Monday 9:30-11:30. No tests on Monday afternoon.**

**THE STAND** is the meeting point of the event. As participant to the meeting, you will have the possibility to buy some drinks, sandwiches and hot soup.

**A program will be showed at the stand.** It will be identical to the one in this document, with eventual last minute info.

**On Saturday and Sunday from 15:00: cups of warm wine ("vin chaud") will be offered at the stand in exchange of the tickets included in your package.** This is the opportunity to relax at the end of the day, to meet the other riders or to make groups for Sunday evening (free evening).

**A RESERVED SLOPE** for all the participants only. The place will be the black slope "Le Col" in principle. Check out the details at the stand. **The photographs and cameramen will be on this slope**, so don't miss this great moment. From 11:15 and in the afternoon, you could ride all the rest of the resort.

**Schedule: on Saturday and Sunday morning, from 9:15 to 11:15.**

**One dinner ALL TOGETHER and one dinner AT YOUR CONVENIENCE :**

you will have the possibility to meet all the carvers together on **Saturday evening** for the **big dinner** in the main hall of Zinal. On Sunday evening you can go out at your convenience by groups in the numerous restaurants and in the (only!) **pub** of the village. It will be **open for us**.

**PHOTO GROUP** : don't miss it, so you could say "I was there"!

**Schedule: on Saturday and on Sunday, at 11:30 near the stand.**

**PHOTOS AND VIDEO** : pictures will be shot like every year by the official photographer Vahur Krouverk and by Patrice Fivat (in case of Vahur's absence). Cameramen (Olivier, Jean-Manuel, Pokkis) will film your best turns. **The Saturday sequences will be screened at the end of the dinner.**

**FREE EXTREME CARVING LESSONS** : some lessons and/or workshops will be given on Saturday and Sunday afternoon by **5 instructors selected by the Sward team**: Arnaud, Alex, Anthony, Sylvain and Ben.

Only a restricted number of places will be available ! Registration & information at the Sward stand in Sorebois.

Patrice and Jacques won't give private lessons in order to stay at your entire disposal and to answer your questions, at the stand and on the snow.

Languages: French/English (Arnaud, Anthony, Sylvain), Italian (Alex) and Russian (Ben).

**Schedule: on Saturday and on Sunday, from 13:00 to 15:00. No lessons on Monday.**

**MEETINGS** : **badges** and markers will be available at the stand from 09:00 and during the evening at the main hall to make the meetings easier. When drinking warm wine ("vin chaud") from 15:00, wear you badge !

**STAFF** : we thank again the numerous volunteers who helped us last year. For this session, we will be again a **small staff of 6 to 8 persons**. But it will be a pleasure to accept **some help**, by example for cleaning the main hall on Saturday evening. Thank you for your support !

# PROGRAM

## SATURDAY 29 JANUARY 2011

- 08:30 Meeting at the departure of the main lift in Zinal  
09:00 - 09:30 Sward team will welcome you on his stand in Sorebois (at 2500m)  
09:15 - 11:15 Free carving. The slope "Le Col" will be reserved for the ECS  
⇒ 11:30 **Group photo near the stand**  
12:00 - 13:00 Lunch break  
13:00 - 16:15 Free carving  
⇒ 15:00 - 16:00 **Warm wine ("vin chaud") offered at the stand (in exchange of your tickets)**
- 09:30 - 15:30 Sward boards to test (for periods of 2h, sometimes 1h)  
13:00 - 15:00 Free extremecarving lessons
- ⇒ 19:00 - 23:00 **Main evening and dinner.** Meeting place: Zinal village hall  
Menu: side dish, main dish, dessert (drinks not included)  
Sward Goodies Stand – Video presentation – Music – Speech of the Sward team  
Bar and drinks

## SUNDAY 30 JANUARY 2011

- 08:30 Meeting at the departure of the main lift in Zinal  
09:00 - 09:30 Sward team will welcome you on his stand in Sorebois (at 2500m)  
09:15 - 11:15 Free carving. The slope "Le Col" will be reserved for the ECS  
⇒ 11:30 **Group photo near the stand**  
12:00 - 13:00 Lunch break  
13:00 - 16:15 Free carving  
⇒ 15:00 - 16:00 **Warm wine ("vin chaud") offered at the stand (in exchange of your tickets)**
- 09:30 - 15:30 Sward boards to test (for periods of 2h, sometimes 1h)  
13:00 - 15:00 Free extremecarving lessons
- Evening at your convenience

## MONDAY 31 JANUARY 2011

- 08:30 Meeting at the departure of the main lift in Zinal  
09:00 - 09:30 Sward team will welcome you on his stand in Sorebois (at 2500m)  
09:15 - 16:00 Free carving until departure
- 09:30 - 11:30 Sward boards to test

### Disclaimer:

Sward snowboards is the inviting party which proposes, but participants are required to organize for themselves their trip and take care of all expenses (hotel, food, gear, eventual insurances, lift costs...).

Sward organizes many activities, the dinners and the tests of the products it sells: Sward Company will not be held responsible of bad weather, lack of snow, or any accident that would occur during this informal meeting, which goal is to have people sharing the same passion together. Snowboard riding is a dangerous activity, and shall be taken seriously will all knowledge of your level. Please note that you will be required to fix the bindings on the boards yourself for security/liability reasons.

In case of heavy snowfalls that will make it impossible to do any form of carving, participants will be able to discover the fantastic freeride possibilities of Zinal, at own risks (freeride boards, beacon, shovel and pole mandatory can be rented, but not for 250 persons!).

# REGISTRATION

**Warning: the PACKAGES and the TICKET must be bought BEFORE THE MEETING.**

It's impossible to buy one in Zinal. Indeed we are working with the **Reservation Center of Sierre-Anniviers Tourisme ("Coeur du Valais")**, which is NOT in Zinal.

The cashier at the main lift of Zinal will give only the packages bought in advance. The skipasses for the people who have not read the info will be sold at the normal price.

## 1 CHOOSE YOUR PACKAGE OR TICKET

### Package Blue 165 CHF (about 118 Euros)

Skipass for: **3 days** (Saturday + Sunday + Monday)

Dinner on Saturday: menu + 2 surprise gifts + stickers + 2 "warm wine" tickets

Blue strap:



### Package Red 134 CHF (about 96 Euros)

Skipass for: **2 days** (Saturday + Sunday or Sunday + Monday)

Dinner on Saturday: menu + 2 surprise gifts + stickers + 2 "warm wine" tickets

Red strap:



### Package Yellow 60 CHF (about 43 Euros)

Dinner only. For the rare persons who are staying for **more than 3 days**

Dinner on Saturday: menu + 2 surprise gifts + stickers + 2 "warm wine" tickets

Yellow strap:



## 2 PACKAGES AND TICKETS PURCHASE OFFICIAL REGISTRATION

**Warning: to do BEFORE the meeting**

Please call (or write to) the **Reservation Center of Sierre-Anniviers Tourisme ("Coeur du Valais")**. This center, located in Sierre, is NOT the Zinal tourist office. Nothing is sold in Zinal.

Phone number: +41 (0)848 848 027 (Mon-Fri 08:00-18:00) E-mail address: [info@sierre-anniviers.ch](mailto:info@sierre-anniviers.ch)

You have to phone them to buy your package or ticket there and to register to the meeting.

Thus they could help you for your accommodation if you don't have one yet.

More info about accommodation in Zinal here: [www.zinal.ch/en/Accommodation/Hotels/](http://www.zinal.ch/en/Accommodation/Hotels/)

**3** After reception of the payment of your package, the Reservation Center will send you a **voucher**.

**4** Please, inform the Forum community about your participation: [list here](#).

**5** At your arrival on Saturday morning present to the cashier at the main lift of Zinal the voucher you received from the Reservation Center. They will give you the skipass, your strip and your "warm wine" tickets. The few persons with the voucher "yellow ticket" must also go to the cashier.

**WARNING:** the strap will give you the access to all facilities during the event. Please do not loose it or remove it before leaving Zinal !