



SWOARD DEMO TOUR

ECS 2017

ZINAL, SWITZERLAND 28-30 JANUARY 2017

14TH EXTREME CARVING SESSION



SWOARD
WWW.SWOARD.COM

zinal  SIERRE-ANNIVIERS
VALAIS WALLIS
SWITZERLAND
www.zinol.ch

CARVING MEETING - SWOARD SNOWBOARDS TESTS - DEMOS
INFO: WWW.EXTREMECARVING.COM / WWW.SWOARD.COM



2nd Swoard Film Contest
3 boards to win
info: ExtremeCarving.com

- 17-18 Dec 2016: **Hintertux** (Austria)
- 14-15 Jan 2017: **Peyragudes** (Pyrenees, France)
- 28-30 Jan 2017: **Zinal** (Valais, Switzerland) - Main event
- 11-12 Mar 2017: **Pila** (Aosta, Italy)
- 25-26 Mar 2017: **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 has become much more than simple test days of the brand. It is included in the **Swoard Demo Tour**, with four other smaller meetings (in resorts we have "certified for EC"). "Demo" does not only mean that the participants can **test Swoard boards**, but also that they can watch **demonstrations of extremecarving** by the Swoard team (the founders and Swoard 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 Swoard**. 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 Swoard 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 **40 demo boards** will be made available for anyone who would like to test the **SWOARD Extremecarver Gen5** or the **SWOARD Dual2**, whose program is larger and focusing more on freeride/freecarve, with softboots as well as hardboots. The **SWOARD Extremecarver Pro2** is made in limited series by hand (in 3 sizes and 5 flexes): thus only few demo boards are available. It is presented at the stand with the new **SWOARD Redline** bindings.

The event gives 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.

What is important in 2017?

- Saturday evening includes as always a **big festive dinner**, some films screening and brief speeches.
- **Four hotels offer -10% rebate** for the participants to the meeting, whatever the length of their stay: [info here in the Forum](#).
- **Accommodation is possible in Grimentz because the resorts are linked by a new gondola.**
- 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 "mulled 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 must be purchased BEFORE the meeting.**
See p. 6: REGISTRATION. Thank you!
- The participants will receive a **gift** at the end of the Saturday dinner. Of course T-shirts, caps, stickers and other goodies will always be available for those who want some.

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: 2 hours by car, or 3 hours by train/bus.

By car, follow the highway Geneva-Lausanne-Sion-Sierre until "Sierre-Ouest". Take the exit "Val d'Anniviers" and then follow the direction "Zinal" or "Grimentz"

Book your hotel online here: <http://www.valdanniviers.ch/tourism/accommodation.html>

The Reservation Center can help you if necessary. See p. 6.

You also can find rooms in the hotels of [Grimentz](#), which is connected to Zinal by a new gondola. In the evening, it is necessary to use his car between the villages (10 min).

A good option is to **rent an apartment for 3-4 days only**.

The rental agencies are here: <http://www.valdanniviers.ch/tourism/estate-agencies.html>

ACTIVITIES

DEMO boards will be delivered for a period of 2 hours (1 hour if there is big demand) 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 mulled 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 PARTY 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 the (only!) two **pubs** of Zinal village.

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 by a talented photographer. The cameraman 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 **Swoard EC instructors**, selected by Patrice.

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

Languages: French, English, German, Italian, ...

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

Beside the lessons, the Swoard team stays at your entire disposal to answer your questions or to give some tips on the snow.

MEETINGS : the **stand** is the best place to meet the other participants. Don't miss the **photo group** on Saturday and on Sunday at 11:30, as well as the **mulled wine** ("vin chaud") from 15:00 !

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 28 JANUARY 2017

- 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 **Mulled 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 (drinks not included), dessert, coffee
Films screening – Music – Sward Goodies Stand
Brief speech of the Sward team – Bar and drinks

SUNDAY 29 JANUARY 2017

- 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 **Mulled 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 30 JANUARY 2017

- 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 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 Marketing"**, 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

Package Blue 184 CHF (Swiss Francs)

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

Dinner on Saturday: dinner (menu) + 1 gift + 2 "mulled wine" tickets + activities



Package Red 148 CHF (Swiss Francs)

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

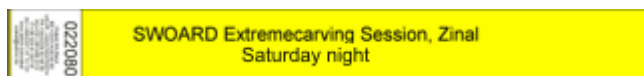
Dinner on Saturday: dinner (menu) + 1 gift + 2 "mulled wine" tickets + activities



Package Yellow 60 CHF (Swiss Francs)

Party only. Interesting financially for the persons who are staying for more than 6 days

Dinner on Saturday: dinner (menu) + 1 gift + 2 "mulled wine" tickets + activities



2 PACKAGES PURCHASE OFFICIAL REGISTRATION

Warning: to do BEFORE the meeting

A Reservation Center handles the sale of the packages pour the organizer SWOARD.

⇒ The reservation of the packages is possible [online here](#).

Otherwise contact directly the **Reservation Center of "Sierre-Anniviers Marketing"**. 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 08:00-12:00 / 13:30-17:30)**

E-mail address: info@sierre-anniviers.ch

3 After reception of the payment of your package, the Reservation Center will send you a **voucher**. **Show this voucher at access to the Saturday dinner, and to your hotel if it gives -10% rebate.**

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 and your "mulled wine" tickets. The few persons with the voucher "yellow package" must also go to the cashier.