

Press release
14 January 2025
LAAX, Switzerland, Graubünden



LAAX OPEN presented by Zalando

From January 14-18, 2025, freestylers are celebrating their park and pipe culture in LAAX.

The LAAX OPEN stands for freestyle par excellence. With 1,500 accredited people from all over the world—including world champions and Olympians as well as volunteers, service staff, judges, media and sponsors—Europe's most important freestyle event kicks out its 10th edition with record-breaking numbers: A CHF 210.000 prize money purse for the best freestylers at the FIS Freeski & Snowboard World Cup Laax, 60 side events in 18 locations, a crowd of 10,000 people at the halfpipe night final on January 18, 2025 and thousands of runs through the slopestyle course. It's all ready-set-go! at the multi-award-winning 'World's Best Freestyle Resort'!

The freeski ladies have the honour of opening the anniversary edition and the two top stars Eileen Gu and Mathilde Gremaud live up to their roles as favorites and show how stylish riding and flying trickily through the slopestyle course can be.

It makes you want to see more of it!

Wednesday, Thursday and Friday are the preliminary rounds for women and men on both courses, the slopestyle and the superpipe—clearly visible from the mountain station at Crap Sogn Gion as well as from the P60 slope for freestyle fans and those sure to be ones after the 10th LAAX OPEN. The decisions on who will be the LAAX OPEN Champions 2025 will be made in freeskiing on Friday, 17.01.2025, at 13:00, and in snowboarding on Saturday, 18.01.2025, at 13:00 and 18:00.

There will also be celebrations in the valley where a festival area has been set up in the rocksresort. All concerts and activities are free of charge for the public. Highlights include live performances by Annie Taylor (17.01.), Phenomden (18.01.) and MOBB DEEP (19.01.). You can find the entire program here: www.laax.com/open

If you want to get in the mood or you can't make it to the freestyle event in person, watch the contest action on the live webcast at laax.com/open every day from 10:00 and follow social media @laax @snowparklaax and @fisparkandpipe.

#LAAXOPEN

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