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### **The Orage Masters Resurrects at 2008 TELUS World Ski and Snowboard Festival in Whistler, BC**

**February 11, 2008 (Montreal, QC / Whistler, BC)**—Orage, the ski apparel brand dedicated to *Innovation Through Style*, brings back the most innovative and stylish freeskiing event on the roster after a one-year hiatus.

Orage partners with the TELUS World Ski and Snowboard Festival relocating the Orage Masters to Whistler/Blackcomb, BC on Saturday April 12th, 2008. The fifth installment of what's become known as the "anti-comp" features 8 teams of skiing's biggest names battling it out on a custom slopestyle course for prizes honoring the top three teams.

"Moving to the World Ski and Snowboard Festival gives the Orage Masters a new and exciting platform to build upon in future years. Nothing makes us happier than to be back in Whistler where the Masters concept had originated," states Cody Lynge, Orage Team and Event Manager/Canadian Marketing Coordinator.

Each of the eight pro teams feature three males and one female, representing Salomon, Rossignol, 4FRNT, Armada, Dynastar, Volkl, K2 and Atomic. Dressed in what most might wear to a costume party, athletes attack the jib-style slope course in a head to head battle with chest-thumping pride. Throwing it all on the line in a barrage of non-stop action, the Orage Masters is a not-to-be-missed show featuring the hottest talent of the newschool world.

"The Orage Masters is such a great fit for the Festival," says TWSSF Director Sue Eckersley. "With its emphasis on collaboration and creativity, we think it caps the athletes' season off perfectly, and provides a great and accessible on-hill event for spectators to enjoy. For thirteen years, the TELUS World Ski & Snowboard Festival has been committed to celebrating the most exciting progressions in the freeriding scene, fusing sport with music and art for the ultimate show, and making sure the inspiration for events comes directly from the

actual practitioners... so we're excited to lend the leveraging power of TWSSF to a great grassroots industry event like the Orage Masters."

The Orage Masters will cap off day two of the festival with an after-party sponsored by *Freeskier* and Kokanee Beer. The collaboration between Orage, Whistler/Blackcomb and the TWSSF's team at Watermark Communications is set to ensure that the 2008 Masters event lives up to its reputation as "the most entertaining freeski event of the season".

*Rightfully dubbed the "Anti-comp", **The Orage Masters** is one part slopestyle, one part free for all and one part masquerade party. And the only place you'll find skiing's heavy weights riding in anything from Wizard of Oz costumes to Chuck Norris suits to pirate outfits. Competing for unique prizes on a custom built slope course, **The Orage Masters** is unlike anything you've ever seen before. With a passion for innovative design, unsurpassed quality, and a stable of world-class athletes and events, Orage has been re-defining the lifestyle of ski since 1989.* [www.orgeski.com](http://www.orgeski.com)

*The **TELUS World Ski & Snowboard Festival** is produced by Watermark Communications, a Whistler-based marketing & communication company, and presented in partnership with Tourism Whistler and Whistler Blackcomb. Founded by W1's Doug Perry thirteen years ago, and now the largest annual winter sports and music festival in North America, the TELUS World Ski & Snowboard Festival is a high-octane 10 day and night showcase of the best of snowsports, music, arts and mountain life. Featuring major professional ski and snowboarding competitions, the largest free outdoor concert series in Canada, the legendary Pro Photographer and Filmmaker Showdowns, and many more unique art and cultural showcases, the Festival is the Mother of all Winter Wrap Parties. **For information on the 2008 TELUS World Ski and Snowboard Festival, April 11-20, visit** <http://www.whistler2008.com/>*

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