



## ROB KINGWILL, GIAN SIMMEN AND WANG LEI ARE ONE MORE TIME AMBASSADORS FOR WSD # 11!

**THE 3 PRO RIDERS GIVE AGAIN THEIR SUPPORT FOR WSD 2016.**

In line with last year (Tenth Anniversary), this edition continues and extends the internationality of the snowboard community thanks to the support of its 3 ambassadors on 3 different continents:

The famous American freerider Rob Kingwill did not hesitate to continue the adventure to represent the American continent.

The first gold medalist (Halfpipe) at the 1998 Olympics, Gian Simmen is again involved to represent Europe.

Chinese snowboard legend Wang Lei represents Asia to further develop the discipline on this continent.

### ZOOM ON THE RIDERS

Originally from Jackson Hole Wyoming-USA, **Rob Kingwill**, became the partner of the WSD 2015 for the American continent. This professional snowboarder was very successful when he started his career in freestyle halfpipe and he was part of the US national team for 8 years. Today, « Kinger » went on to freeride and won the North Face Masters in Alaska. When he is not on a board, Rob takes care of his company AVALON7 and his 501C3 Non-Profit The Futurepositiv Project.

Originally from Switzerland, **Gian Simmen**, the WSD's official ambassador for Europe, is a snowboard legend. During the 1998 Olympic Winter Games in Nagano, the halfpipe snowboard made its first appearance and Gian became the Olympic gold medalist halfpipe champion. Almost 15 years after his victory, he continues to inspire many professional or amateur snowboarders.

**WANG Lei** is known as one of the pioneers of snowboarding in China. Thanks to his charismatic style, Wang Lei continues to push his limits while encouraging the people around him to do the same, no matter what the issue. He is now dedicated to the development of snowboarding practice in China using his experience, talent, network and passion for extreme sports. He has organized events for the WSD for the past 7 years, and he is now very excited to be again the ambassador for Asia.

### THE WORLD SNOWBOARD DAY: WHAT'S THAT?

Launched in 2006, the World Snowboard Day is a unique opportunity for the international snowboarding community to celebrate the sport by opening the lifestyle to the mass with a multitude of free activities. This world wide event is supported by the World Snowboard Federation (WSF), SnowSports Industries America (SIA), and Token, GoSki, Oz Conseil communications agencies.

For the 2015 anniversary edition, the WSD represented more than 115 events organized in more than 30 countries. Since the launch of this international event, more than 500,000 people have been part of the WSD through more than 1000 events all over the world.

### IT'S UP TO YOU!

Register now for your WSD event! Create your account here: [http://world-snowboard-day.com/wsd\\_organizer](http://world-snowboard-day.com/wsd_organizer), then click on «Register» and follow the procedure!

All the elements intended to promote your event are available for free download on the site: communication media, media kits, presentation files ...

## WELCOME TO THE WORLD'S LARGEST SNOWBOARD COMMUNITY!

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