

GEM ALTIGLOSS CHALLENGE 2015 : MORE INTERNATIONAL THAN EVER

The GEM Altigloss Challenge, 'The Student Ski World Cup,' is an annual event organised by students at the Grenoble Ecole de Management, a French business school. Last year over 1000 students representing 28 nationalities descended on Val D'isère, one of France's most prestigious ski resorts, for a week of competition and fun. 2015 will be the 16th edition of the event and will take place from the 21st to the 28th March.

OPEN TO MORE INTERNATIONAL TEAMS

Altigloss, the association that organises the challenge, has made this year's objective to improve internationalisation and hopes to feature the most diverse set of teams yet. Called 'The Student Ski World Cup,' the challenge brings together students from around Europe and as far as the United States in Val d'Isère, a ski resort on the world cup circuit. Last year 41 French and international teams competed in the challenge, Altigloss aims to increase this number in 2015. To do this Altigloss organised an international tour, visiting universities from 7 major European countries (Switzerland, Italy, Germany etc.) to promote the challenge. The challenge welcomes teams from anywhere in the world to come and represent their school or university by competing on an international level.

As well as being international, the Challenge is open to all, whatever their physical capabilities. During one day, teams of all abilities can compete in a disabled sport challenge, for example a blind slalom, for the Altigloss handiski trophy. This year two handiski teams will compete in the ski and mountain challenge alongside other competitors.



THE STUDENT SKI WORLD-CUP
21-28 MARCH 2015

XVIth EDITION
VAL-D'ISÈRE

VILLAGE CHALLENGE
SKI CHALLENGE
MOUNTAIN CHALLENGE

GRENOBLE ECOLE DE MANAGEMENT
CLUB DES SPORTS DE VAL D'ISÈRE
Val d'Isère

GEM
ALTIGLOSS
CHALLENGE

WWW.ALTIGLOSS.COM
PHONE: +33 4 76 70 16 53

3 CHALLENGES, A FREESTYLE COMPETITION AND A WEEK OF EVENTS

3 Challenges are open to students throughout the week: the Ski Challenge, the Mountain Challenge and the Village Challenge. The Ski Challenge is the flagship challenge, allowing students to compete against each other under World Cup conditions in five competitions including border cross and parallel slalom. The Mountain Challenge is open to all skiers, of all abilities and includes events such as biathlon and orienteering. Finally, the Village Challenge is all about fun, events such as snow golf and obstacle courses take place in the village throughout the week. Social events present a unique opportunity to build new connections and networks across universities and international boundaries. Ride Her First is a pro freestyle ski and board contest, integrated in the official freestyle event circuit with 2* TTR accreditation. Around 40 European pro riders compete in the event, which is supported by DJs and a firework show. Altigloss is not just for serious skiers, but an event to have fun, ski and make international friends. For more information see: www.Altigloss.com

CONTACTS

Lassi Harmainen - International media relations manager - +33 6 81 55 01 30 - lassi.harmainen@grenoble-em.com
Mary PARRINELLO - GEM public relations manager - +33 4 76 70 61 87 - mary.parrinello@grenoble-em.com