

SPRING BATTLE 21 IT WAS A SPECIAL ONE

In 2002 the first SPRING BATTLE took place in Absolut Park.

Over the past years, we always had **creative formats and awards**, constantly changing and updated.

An evolving event format, always up to date and in tune with the zeitgeist.

This year in its **19th edition** and due to the current Covid-19 situation, we adapted to the restrictions and held the Spring Battle 2021 as **BEST TRICK ONLINE CONTEST** with a total prize money purse of **74.000 US\$**.

The main changes from the past year's format: The focus was on four **BEST TRICK AWARDS** instead of the full slopestyle runs of the past. Also the event was 'digitally global', meaning the invited riders and their filmers did not necessarily have to be present on site, but could film their entries to the four categories anywhere in the world during the event's time window from **February 26th till March 5th 2021**.

Only invited riders were allowed to participate globally, whereas the event on site at Absolut Park was open for any rider wanting to participate.

As usual, SPRING BATTLE 2021 has been welcoming the best women and men in snowboarding and freeskiing on the globe.



SPRING BATTLE 21 AWARDS FOUR BEST TRICK AWARDS



BEST RAIL AWARD

#springbattle21bestrail

14.000 US\$ total prizemoney



SPIN TO WIN AWARD

#springbattle21spintowin

32.000 US\$ total prizemoney



BEST 540 AWARD

#springbattle21best540

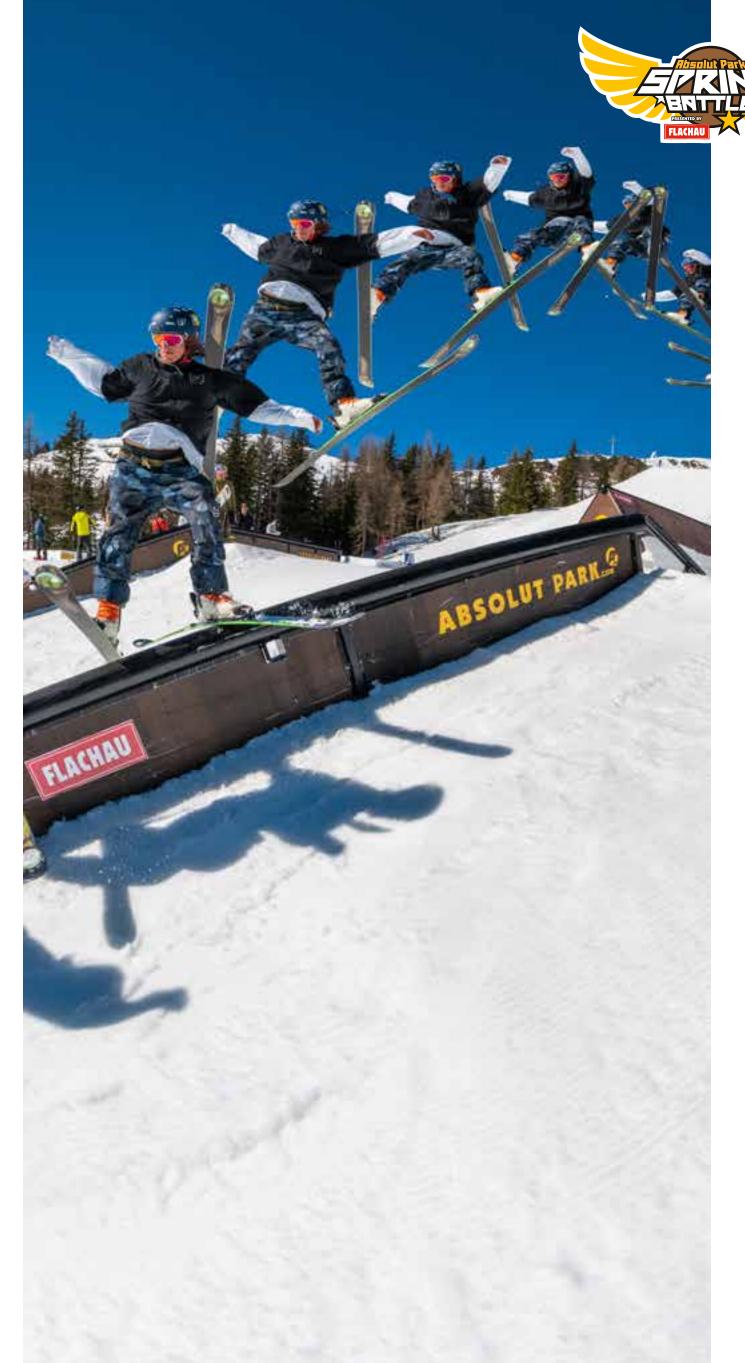
14.000 US\$ total prizemoney



BEST TURBO KNUCKLE AWARD

#springbattle21turboknuckle

14.000 US\$ total prizemoney



BEST RAIL AWARD

Freeski Women

1st: Sarah Höfflin (2000 US\$)
2nd: Lisa Zimmermann (1000 US\$)

3rd: Maggie Voisin (500 US\$)

4th: Rell Harwood

5th: Taylor Brook Lundqist

Freeski Men

1st: Alex Hall (2000 US\$)

2nd: Colby Stevenson (1000 US\$)

3rd: Isaac Simhon (500 US\$)

4th: Anti Ollila

5th: Fabian Mühringer

Snowboard Women

1st: Anna Gasser (2000 US\$)

2nd: Mia Brookes (1000 US\$)

3rd: Tess Coady (500 US\$)

4th: Lucie Silvestre 5th: Julia Marino

Snowboard Men

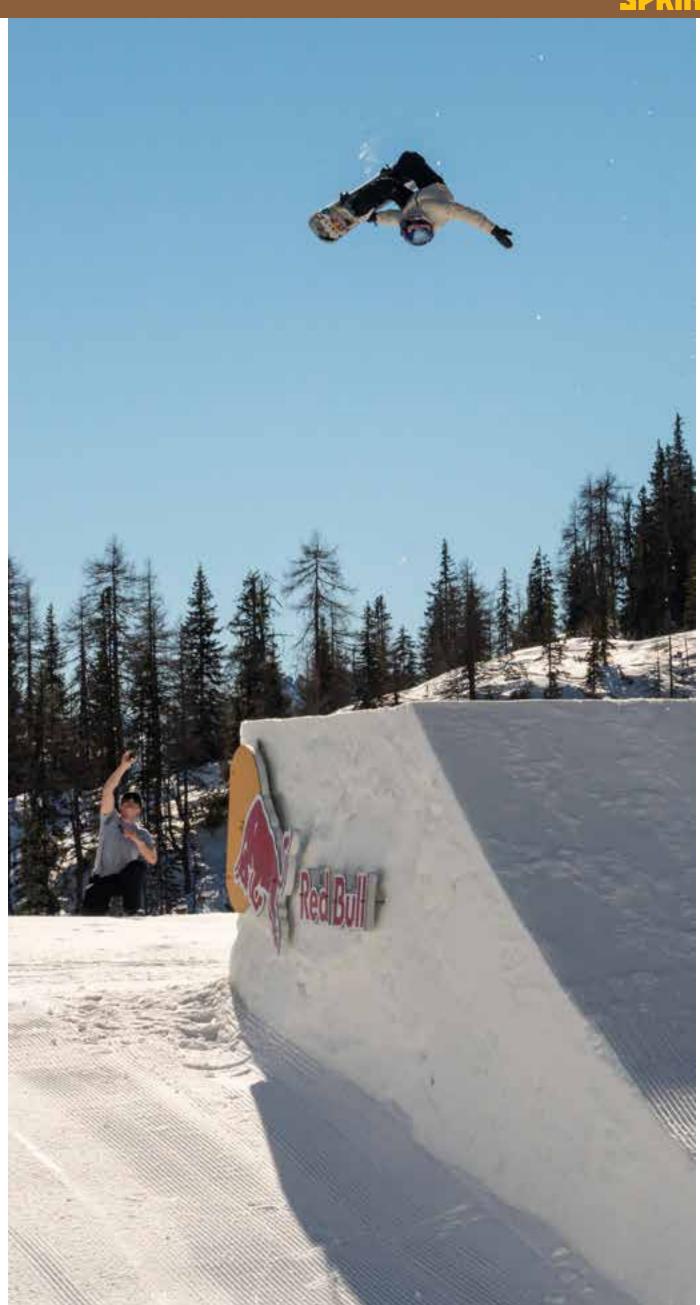
1st: Jack Legault (2000 US\$)

2nd: Leon Gütl (1000 US\$)

3rd: Moritz Amsüss (500 US\$)

4th: Nicolas Laframboise

5th: Stuart Innes



BEST 540 AWARD

Freeski Women

1st: Maggie Voisin (2000 US\$)

2nd: Lara Wolf (1000 US\$)

3rd: Jennie Lee Burmansson (500 US\$)

4th: Laura Wallner 5th: Silvia Bertagna

Freeski Men

1st: Kai Mahler (2000 US\$)

2nd: Paul Vieuxtemps (1000 US\$)

3rd: Daniel Bacher (500 US\$)

4th: Matej Svancer 5th: Daniel Hanka

Snowboard Women

1st: Anna Gasser (2000 US\$)

2nd: Isabel Derungs (1000 US\$)

3rd: Sina Candrian (500 US\$)

4th: Enni Rukajarvi 5th: Thalie Larochaix

Snowboard Men

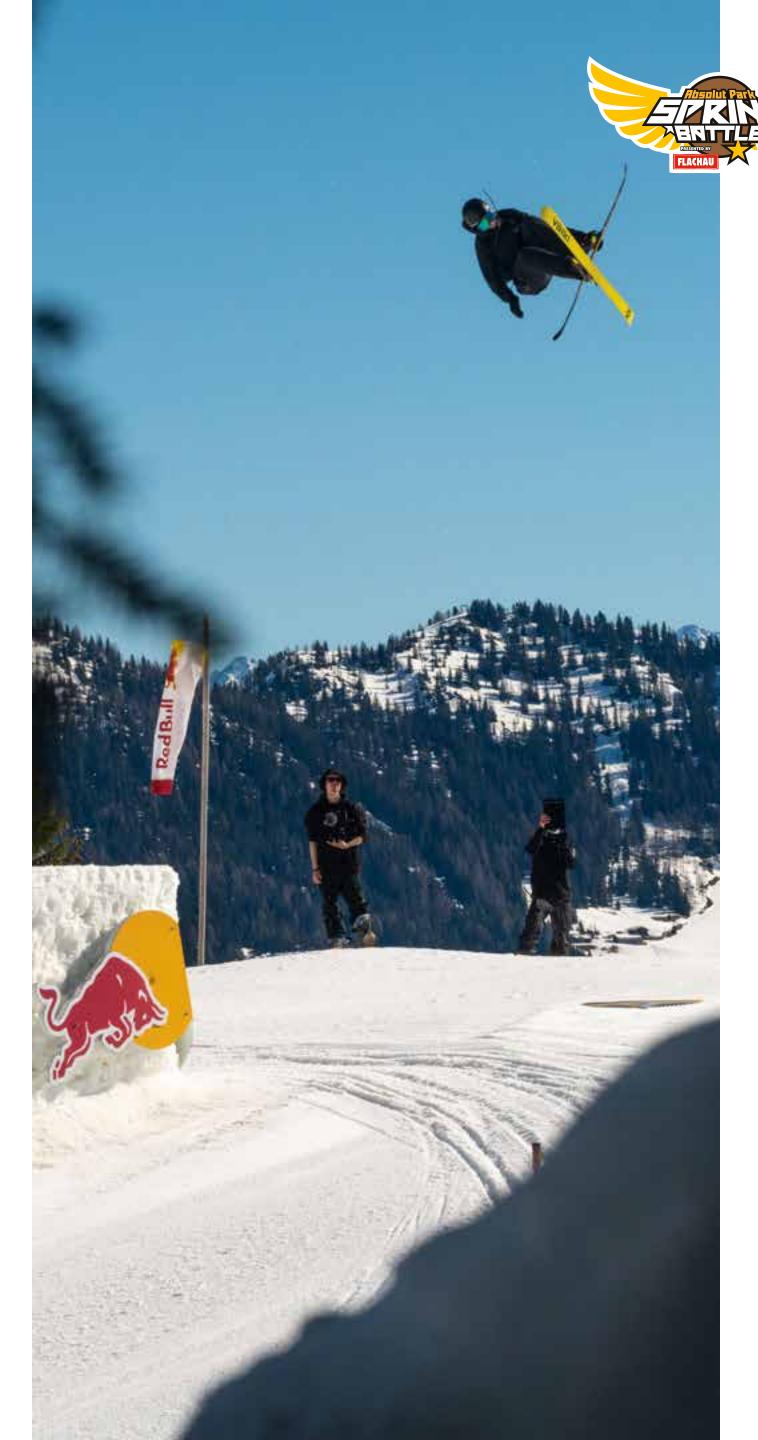
1st: Kaito Hamada (2000 US\$)

1st: Fritjof Tischendorf (1000 US\$)

3rd: Stian Kleivdal (500 US\$)

4th: Ethan Morgan

5th: Clemens Millauer



SPIN TO WIN AWARD

Freeski Women

1st: Rell Harwood (5000 US\$) 2nd: Lara Wolf (2000 US\$) 3rd: Laura Wallner (1000 US\$)

4th: Maggie Voisin 5th: Elisa Nakab

Freeski Men

1st: Kuura Koivista (5000 US\$)

2nd: Sam Baumgartner (2000 US\$)

3rd: Lukas Müllauer (1000 US\$)

4th: Bailey Johnson 5th: Ben Buratti

Snowboard Women

1st: Anna Gasser (5000 US\$) 2nd: Tess Coady (2000 US\$)

3rd: Ariane Burri (1000 US\$)

4th: Mia Brookes 5th: Sina Candrian

Snowboard Men

1st: Nicolas Huber (5000 US\$) 2nd: Enzo Valax (2000 US\$) 3rd: Moritz Boll (1000 US\$) 4th: Clemens Millauer 5th: Moritz Amsüss



TURBO KNUCKLE AWARD

Freeski Women

1st: Rell Harwood (2000 US\$) 2nd: Marin Hamill (1000 US\$) 3rd: Sarah Höfflin (500 US\$) 4th: Lisa Zimmermann 5th: Maggie Voisin

Freeski Men

1st: Daniel Hanka (2000 US\$)

2nd: Dennis Ranalter (1000 US\$) 3rd: Lukas Müllauer (500 US\$)

4th: Simon Bartik

5th: Joel Liimatainen

Snowboard Women

1st: Annika Morgan (2000 US\$) 2nd: Sina Candrian (1000 US\$) 3rd: Carola Niemela (500 US\$)

4th: Mia Brookes

Snowboard Men

1st: Patrick Hoffmann (2000 US\$) 2nd: Peter Walchhofer (1000 US\$) 3rd: Maxi Preissinger (500 US\$)

4th: Seppl Ramsbacher

5th: Moritz Bräu



SOCIAL MEDIA OUTPUT

OVERVIEW

O) INSTA

STAGRAM -

500.000+ LIKES 10.000+ COMMENTS 1.500.000+ VIEWS

MAIN SPRING BATTLE EVENT PLATFORM

YOUTUBE ABSOLUT PARK

3 LIVE SHOWS 21 UPLOADS 16.000+ VIEWS

1

TIK TOK

NEW

EVENT PLATFORM (TRICKS UPLOAD)

DAILY

POSTINGS (ABSOLUT PARK CHANNEL)

50.000+ VIEWS

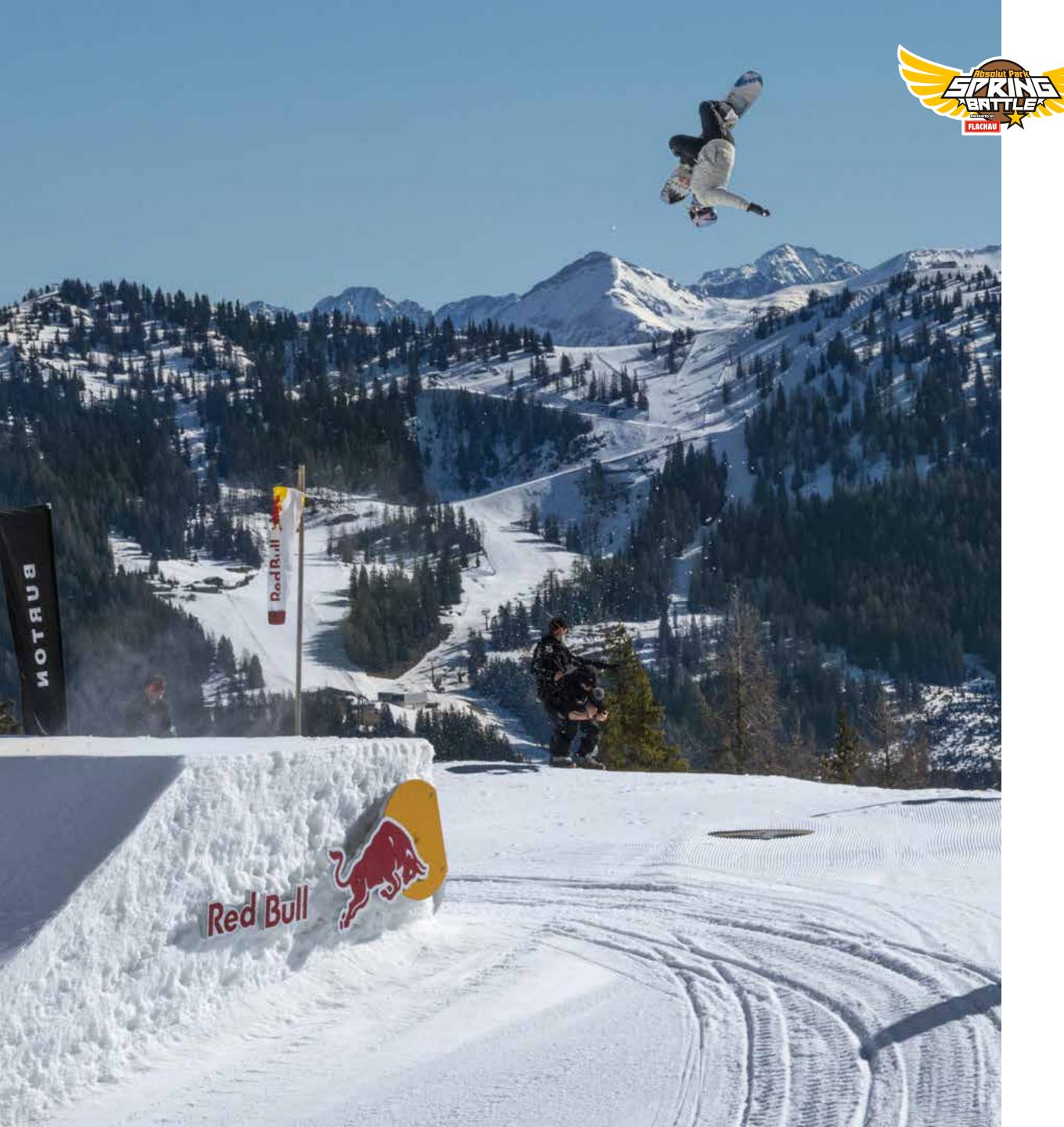
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ACEBOOK

200.000+

5.000+ COMMENTS

1.000.000+



MEDIA OUTPUT OVERVIEW



PRINT

NATIONAL NEWSPAPERS CORE MEDIAS

pleasuremag.com
boardriding.com

10+
ONLINE ARTICLES

blue-tomato.com flachau.com fm4.orf.at wordlrookietour.com



TV & RADIO

ORF SPORT+

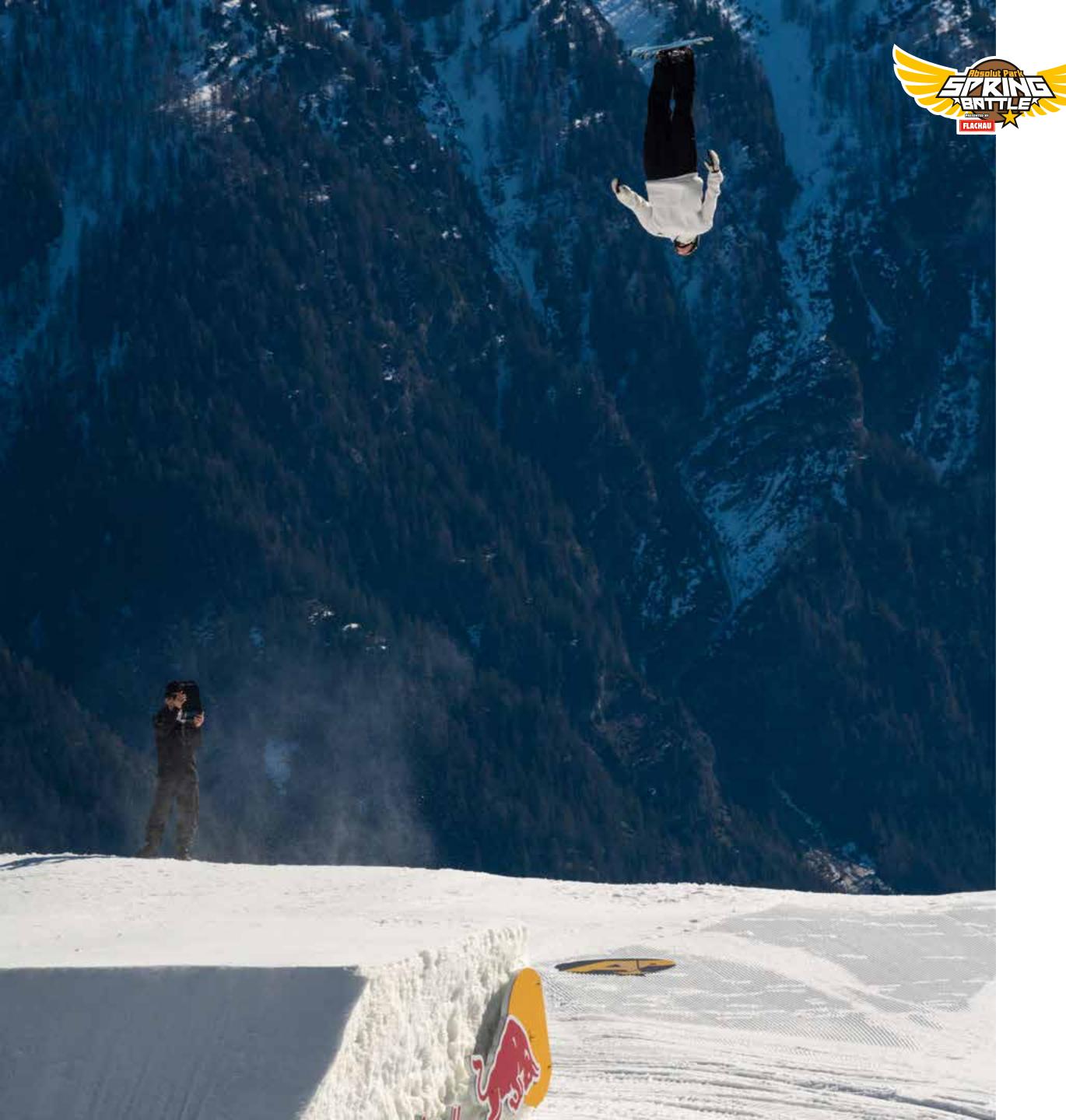
downdays.eu

prime-snowboarding.de

freeskiers.net

60min broadcasting time Highlights

FM4 CONNECTED





#springbattle2021

#springbattle21BestRail (65+ Postings)
#springbattle21Best540 (100+ Postings)
#springbattle21SpintoWin (55+ Postings)
#springbattle21TurboKnuckle (20+ Postings)







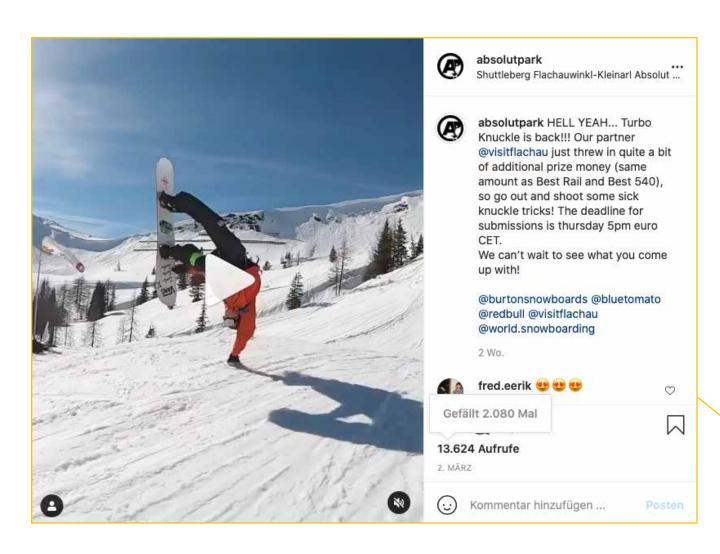
more than **500.000 LIKES**

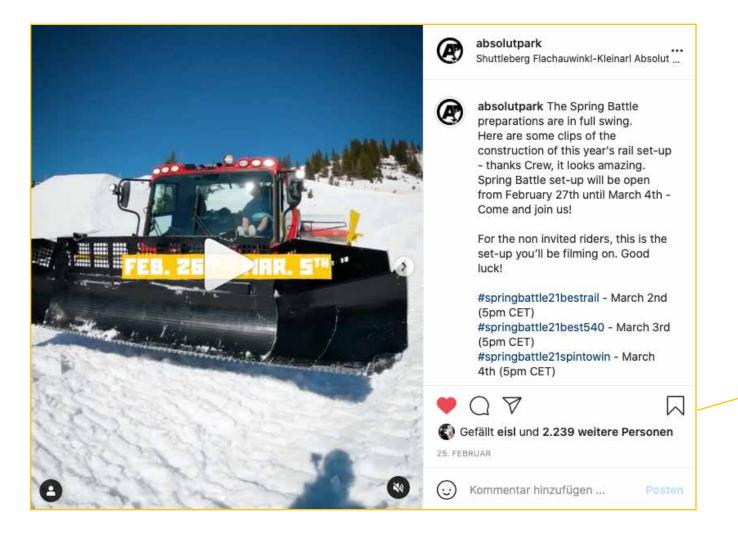
more than
10.000 COMMENTS

more than **1.500.000 YIEWS**

absolutpark ... Shuttleberg Flachauwinkl-Kleinarl Absolut ...





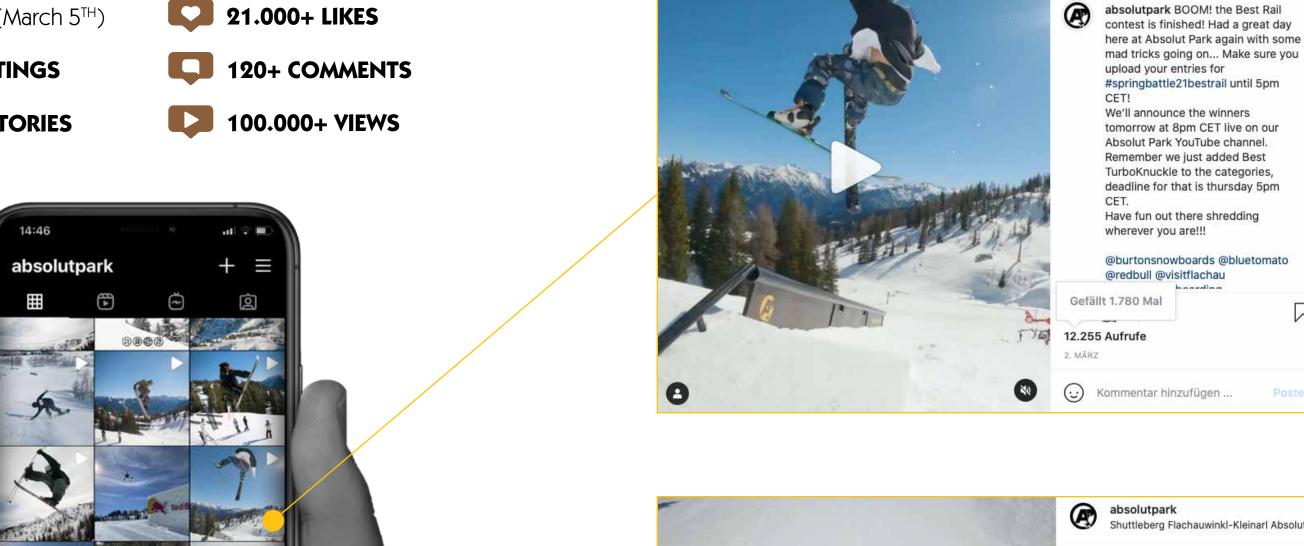


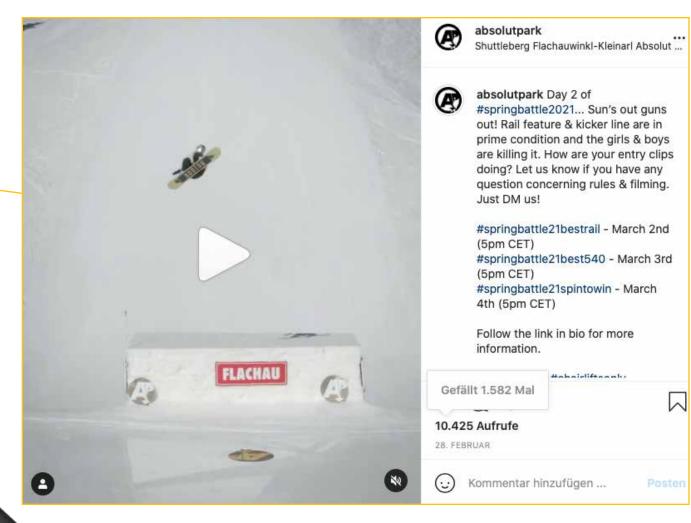


39.412 (March 5[™])

+ 17 POSTINGS

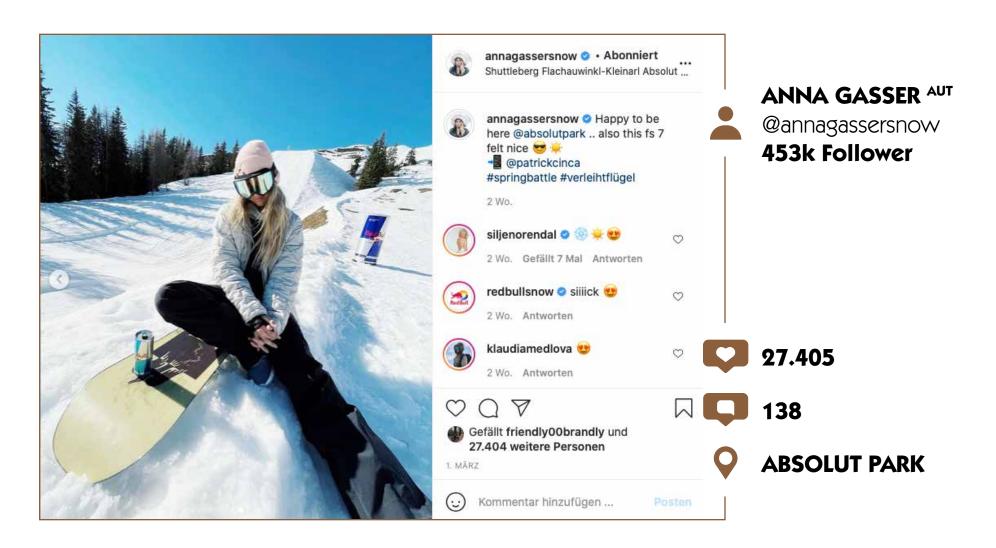
DAILY STORIES

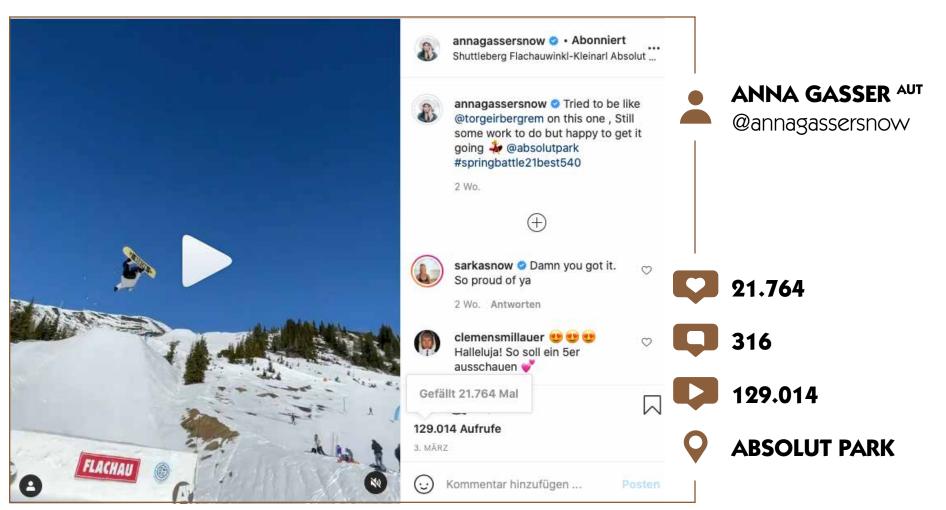


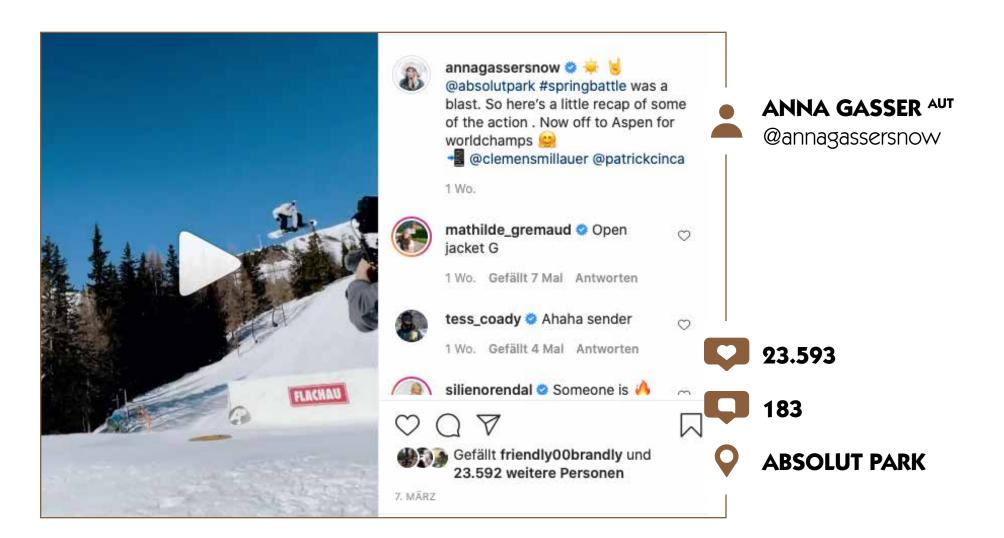


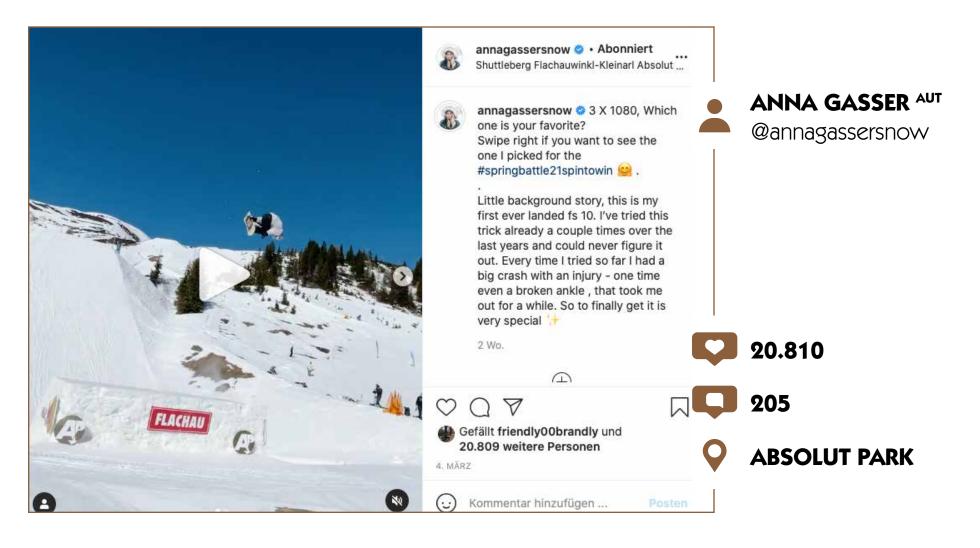


INSTAGRAM HIGHLIGHTS ATHLETES



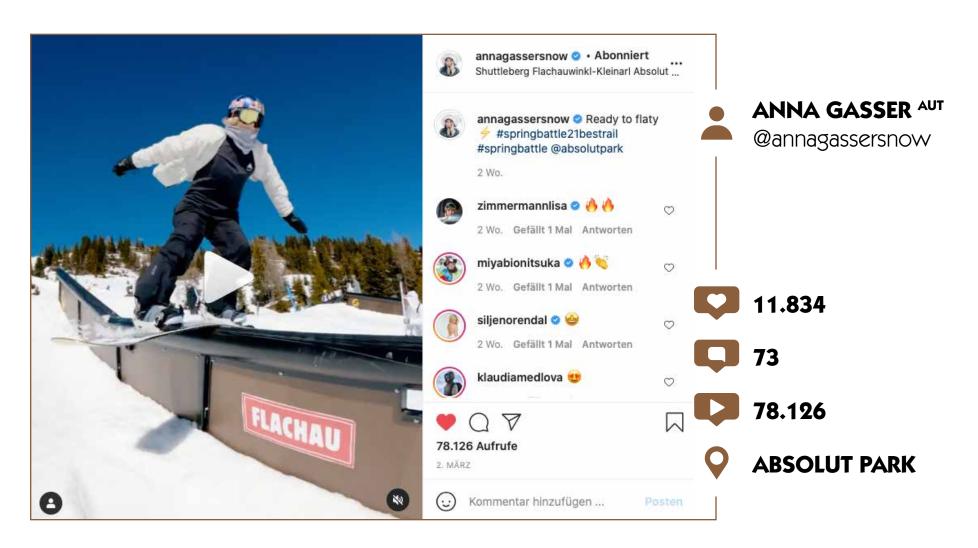


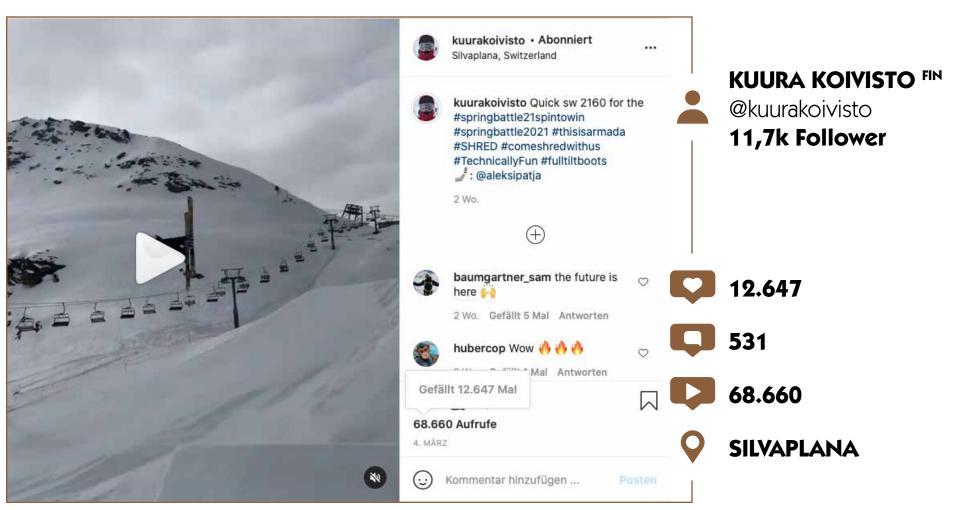


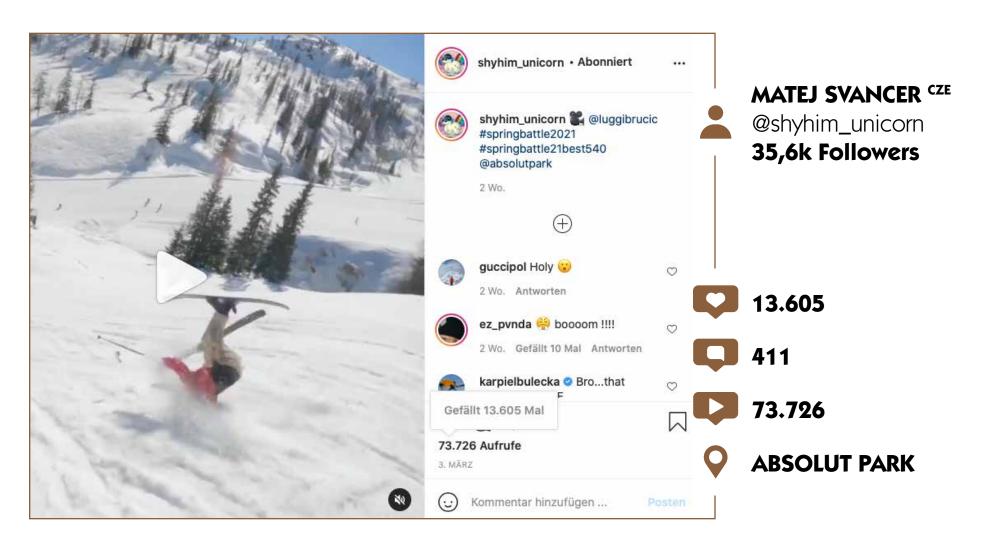


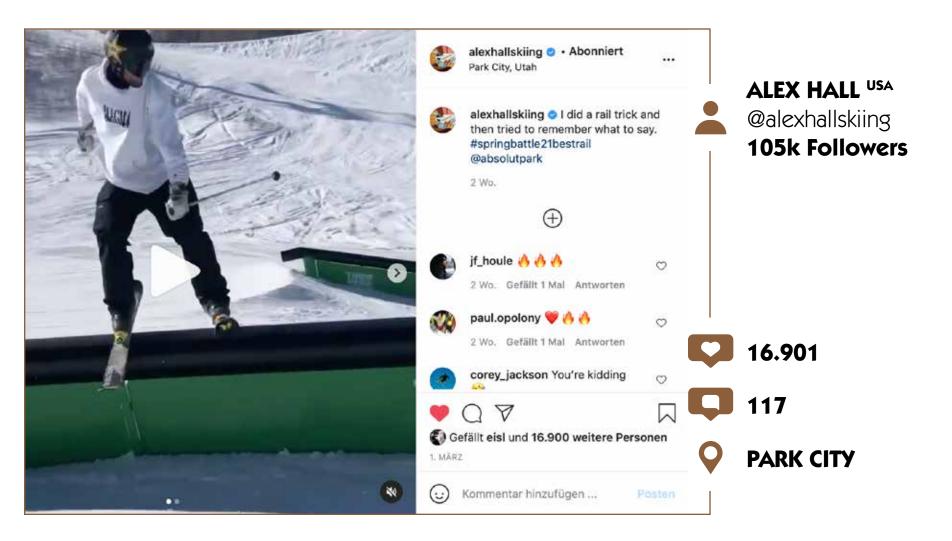






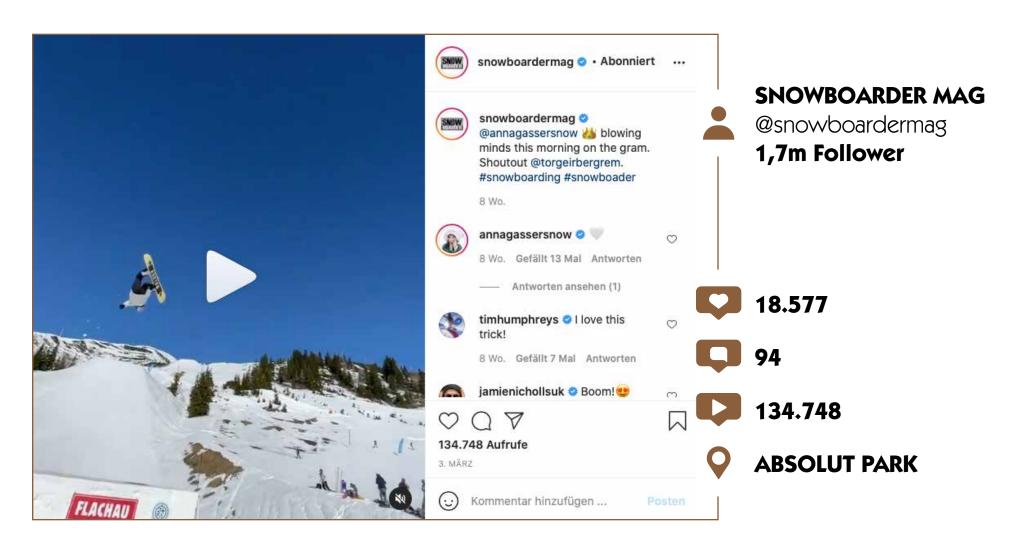


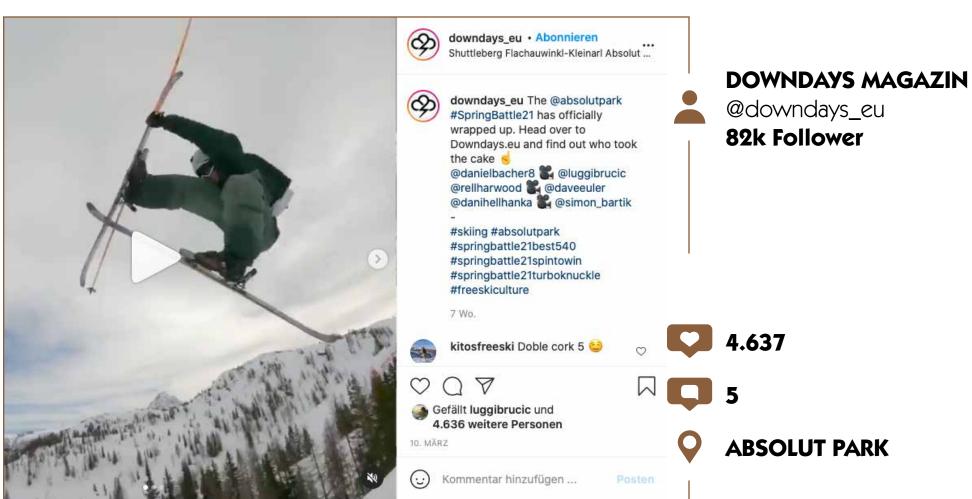


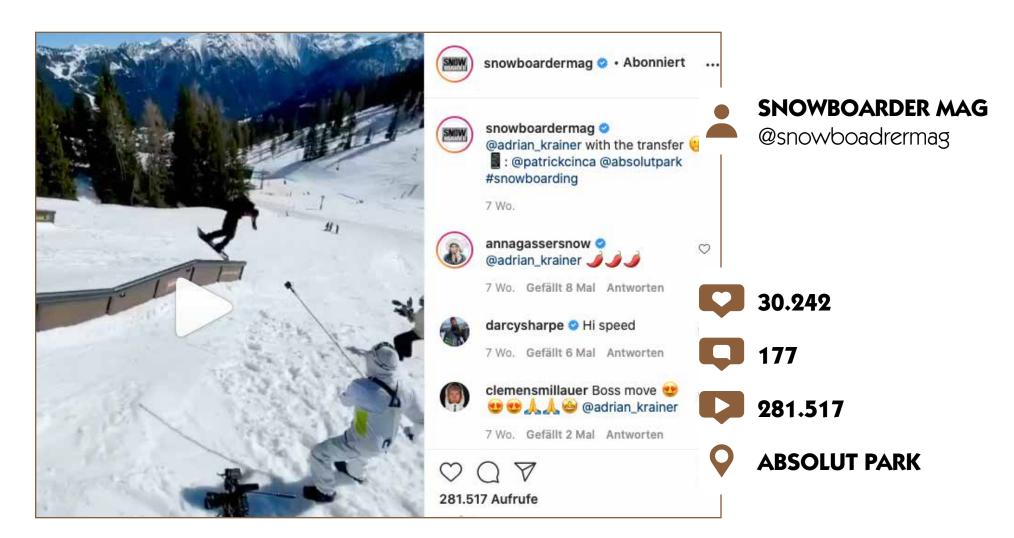


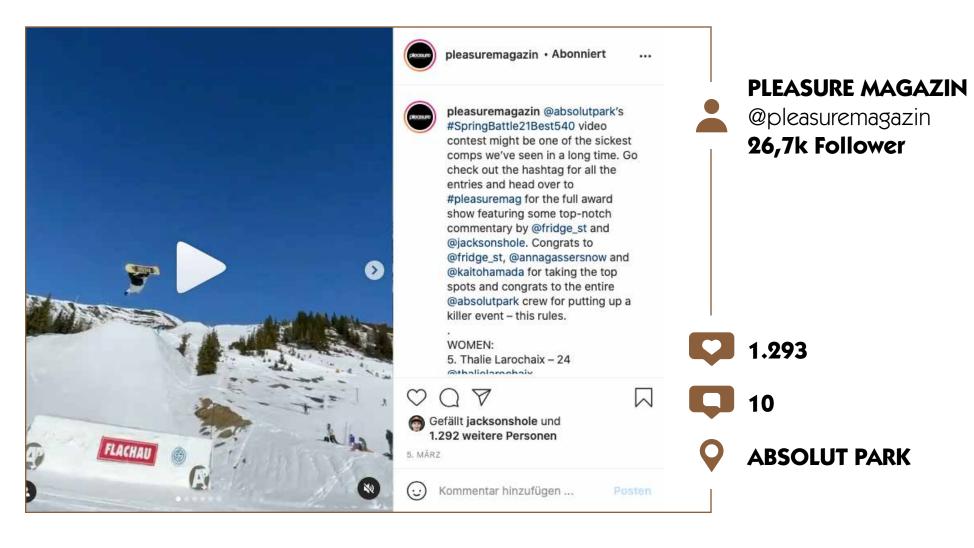








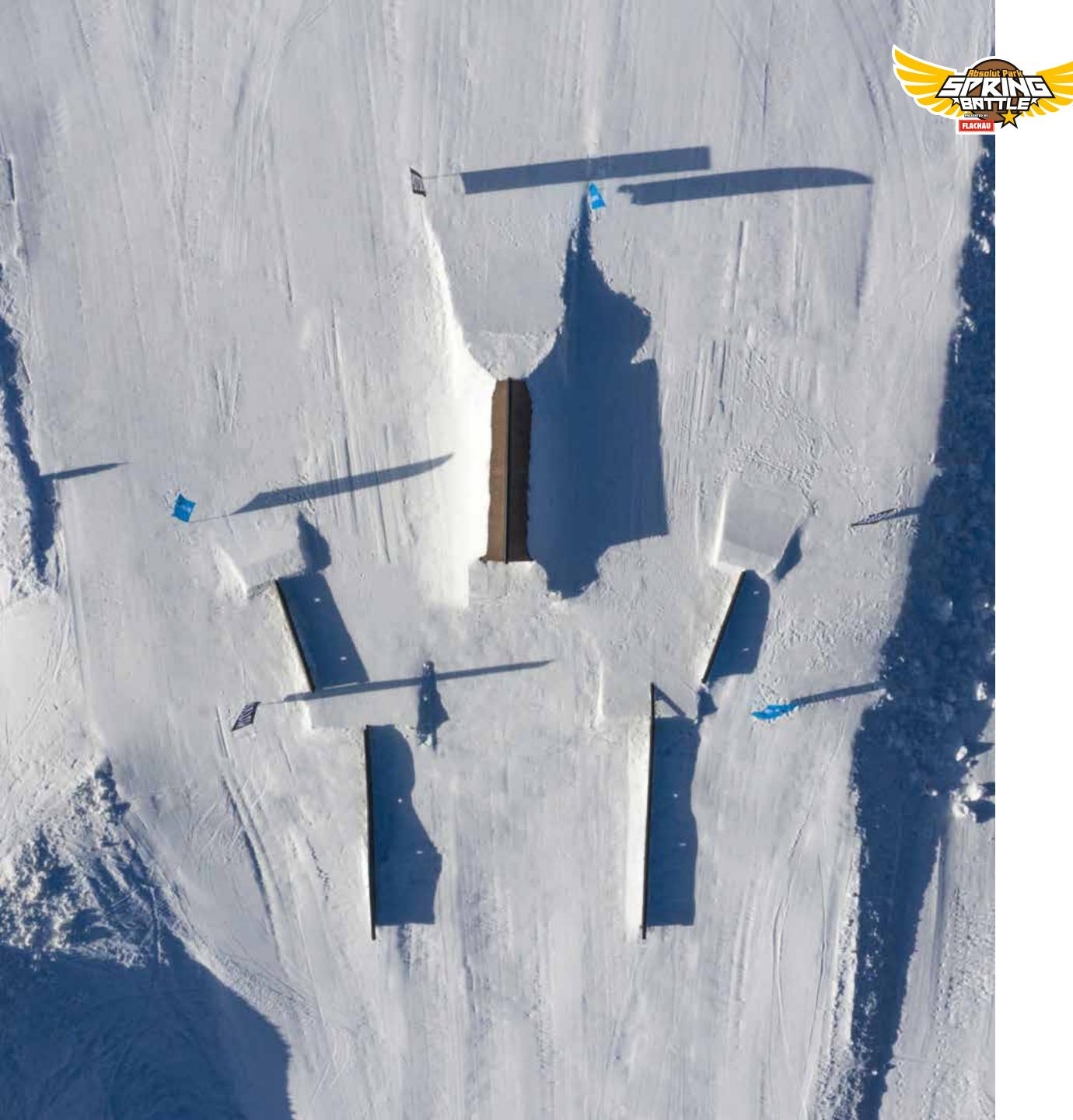




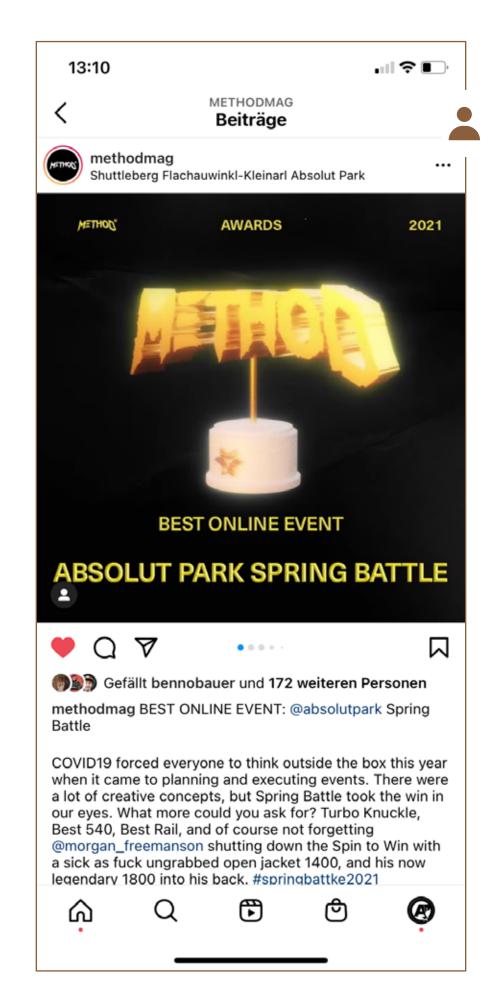
METHOD MAGAZIN

@methodmag

130k Follower







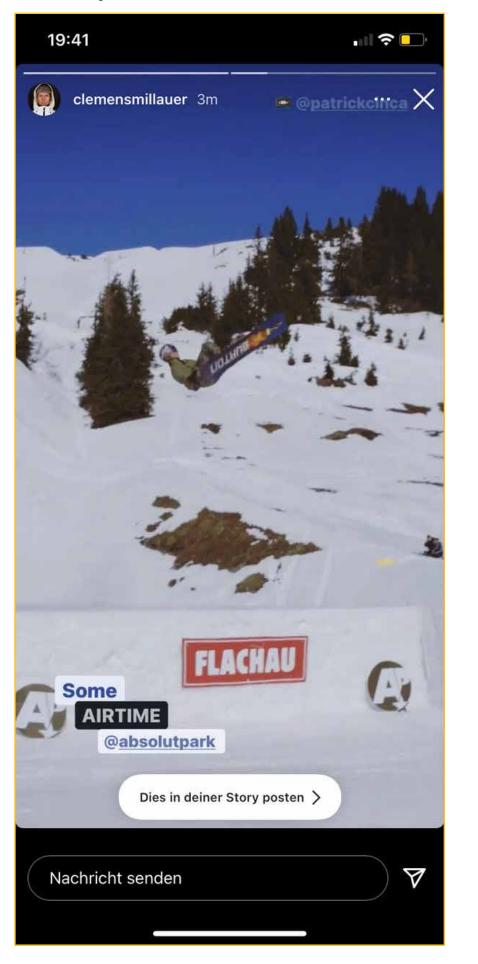


INSTAGRAM HIGHLIGHTS STORIES

ANNA GASSER AUT
@annagassersnow
453k Follower



©clemensmillauer
20,9k Follower



BLUE TOMATO
@bluetomato
143k Follower



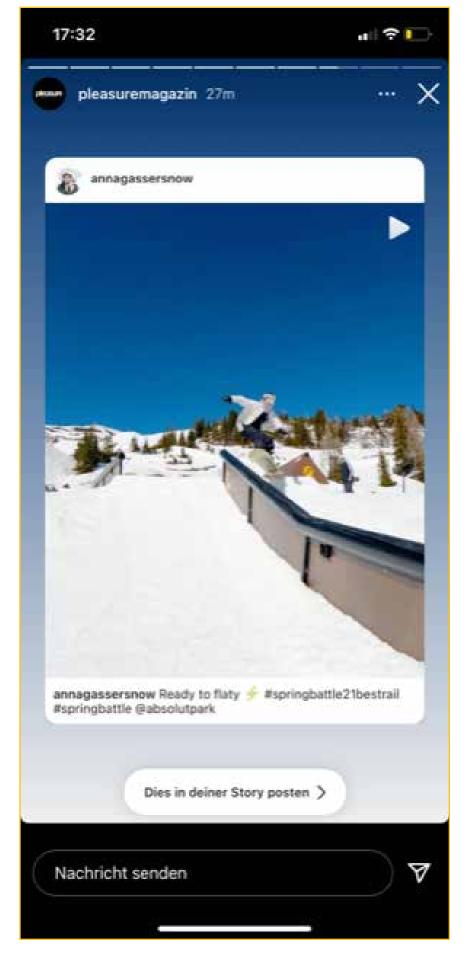
PLEASURE MAGAZIN

@pleasuremagazin

26,7k Follower



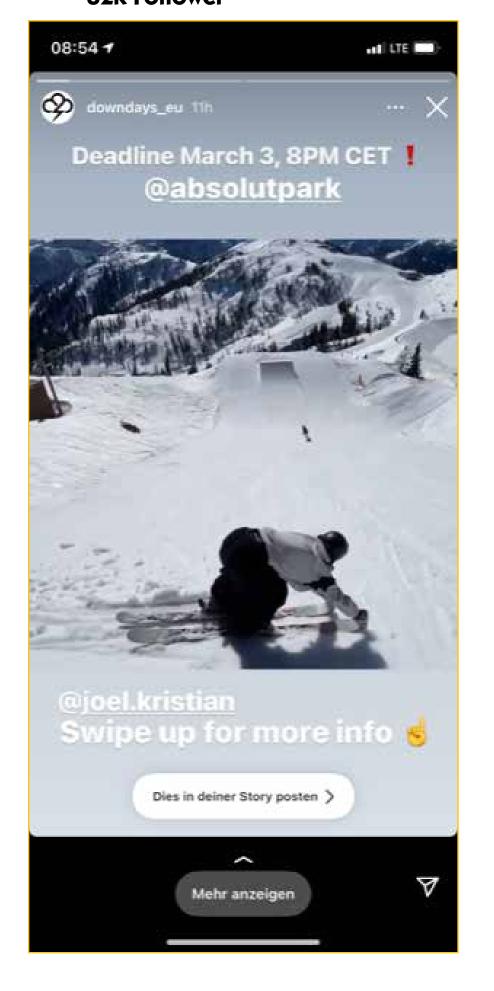
PLEASURE MAGAZIN@pleasuremagazin



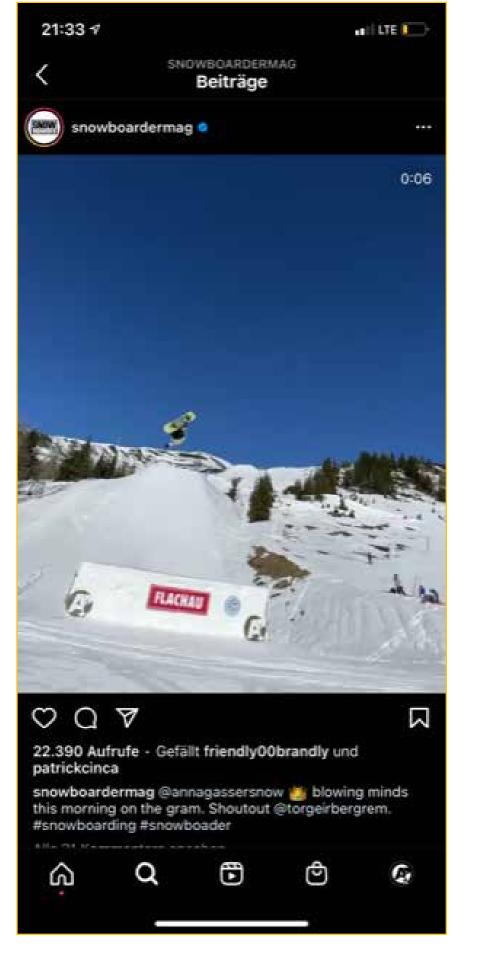


INSTAGRAM HIGHLIGHTS STORIES

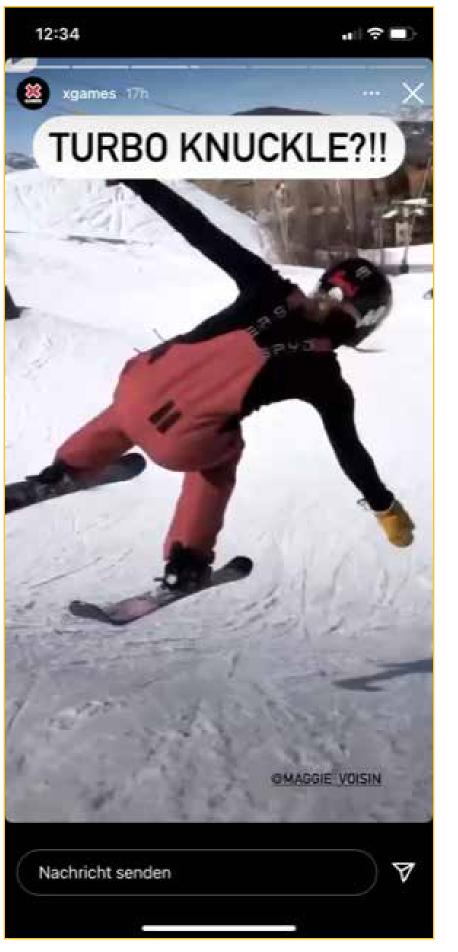














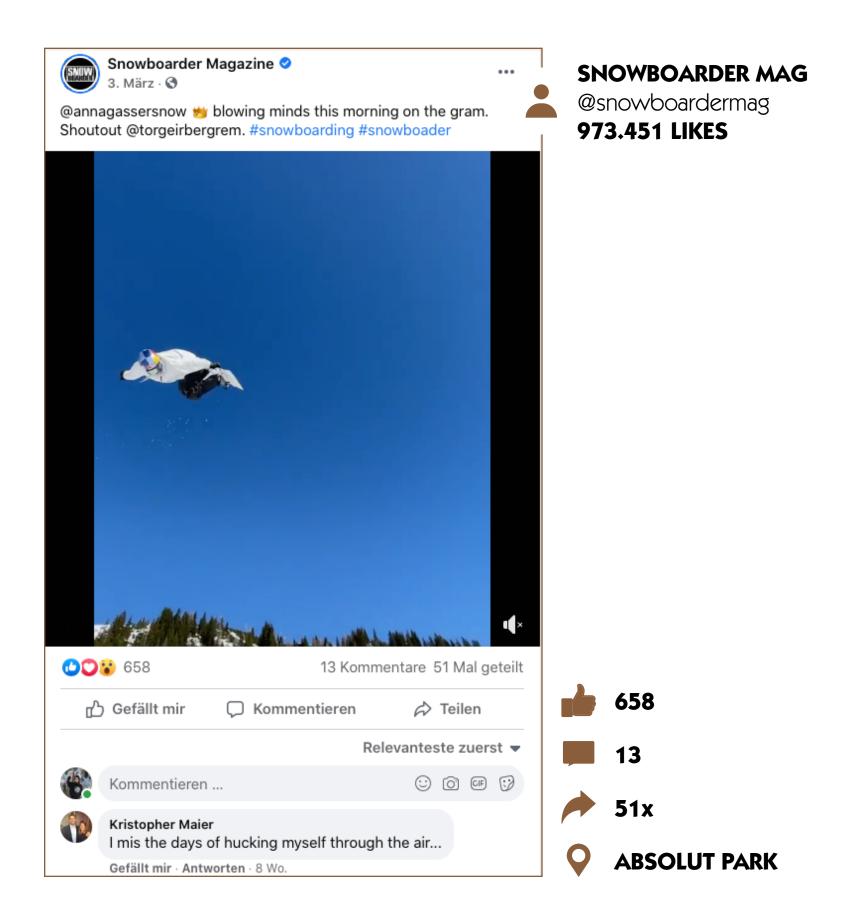


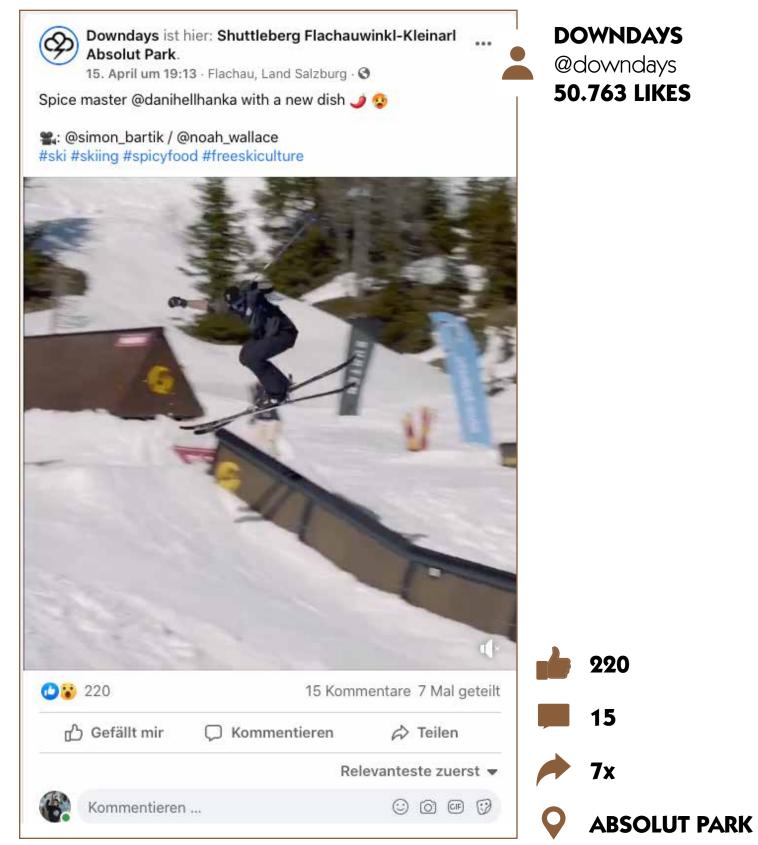


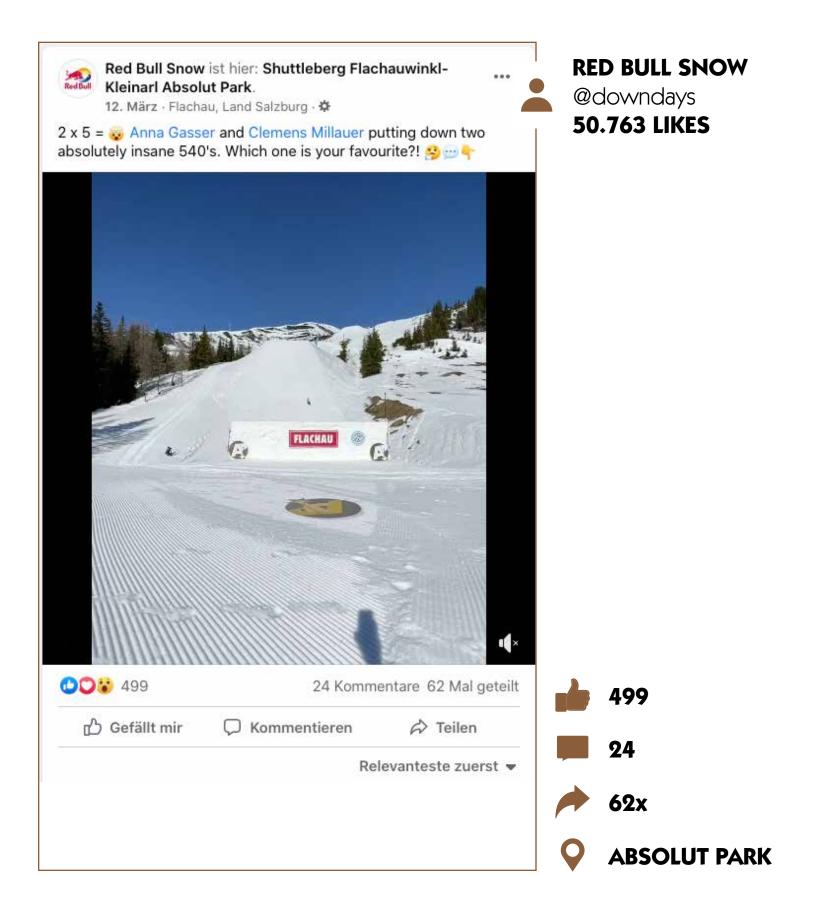




FACEBOOK HIGHLIGHTS



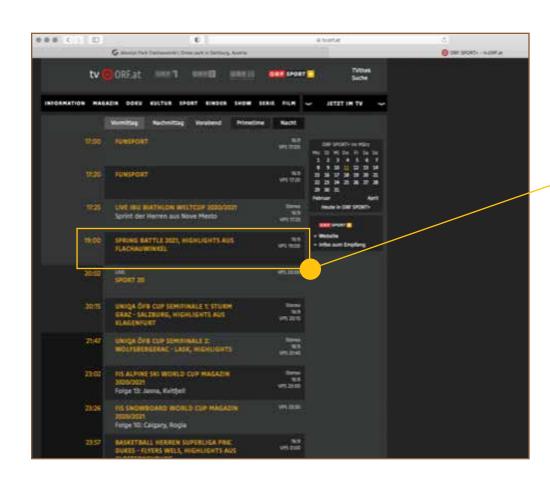












ORF SPORT PLUS

2 min broadcasting time in "Sport Aktuell"

60 min broadcasting time: Highlights Spring Battle 21

more than

110.000 viewers

in total

6 times broadcasted



Claudia Unterweger, Gerlinde Lang, Conny Lee, Daniel Grabner und Andreas Gstettner-Brugger begleiten durch den Nachmittag.

Get yourself connected!

FM4 CONNECTED

The Playground in the afternoon with plenty of space for music, live guests and stories from the world of pop culture and current socio-political discussions.

The public broadcaster is characterized by a high proportion of words, close cooperation with the Austrian music scene, a deliberately heterogeneous selection of music away from the chart mainstream of format radio, and the multilingual broadcast format (German-English).

FM4 is a youth culture radio station of the Austrian Broadcasting Corporation (**ORF**).

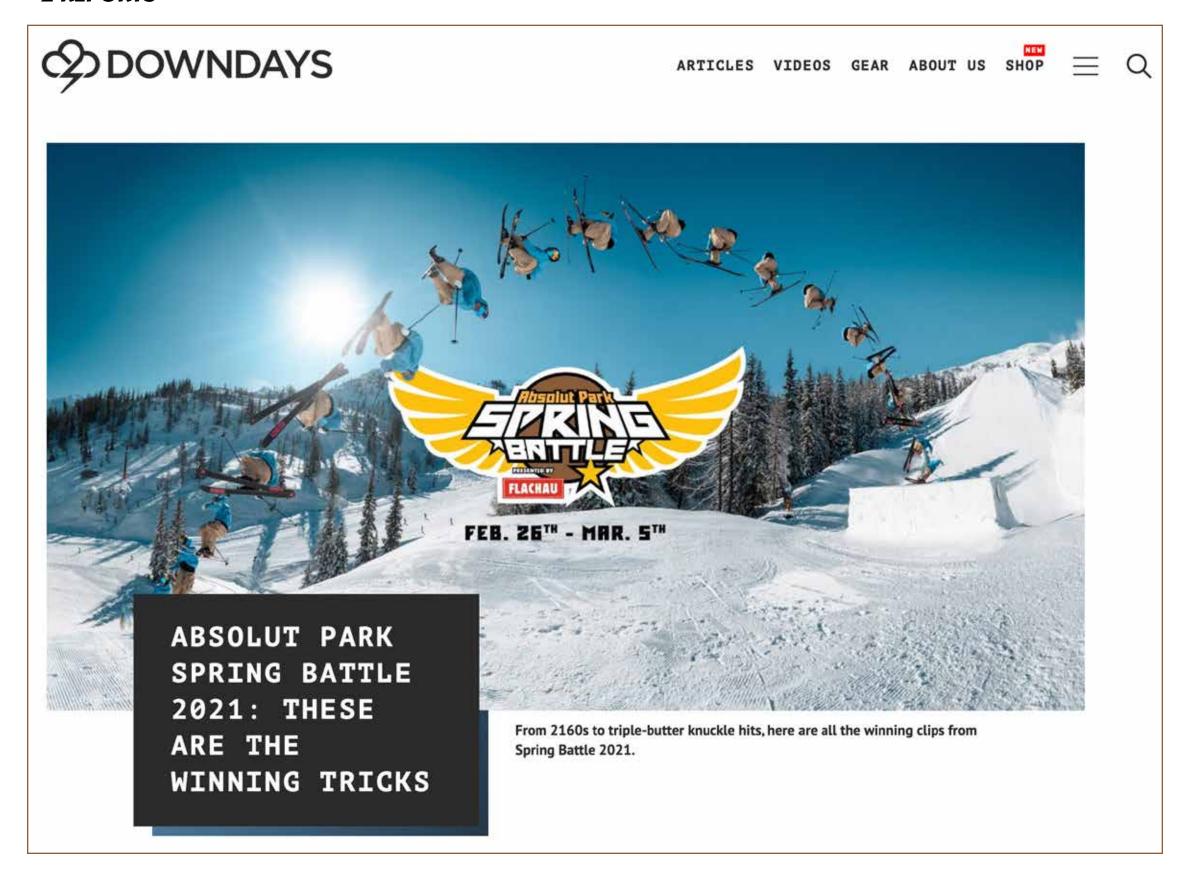


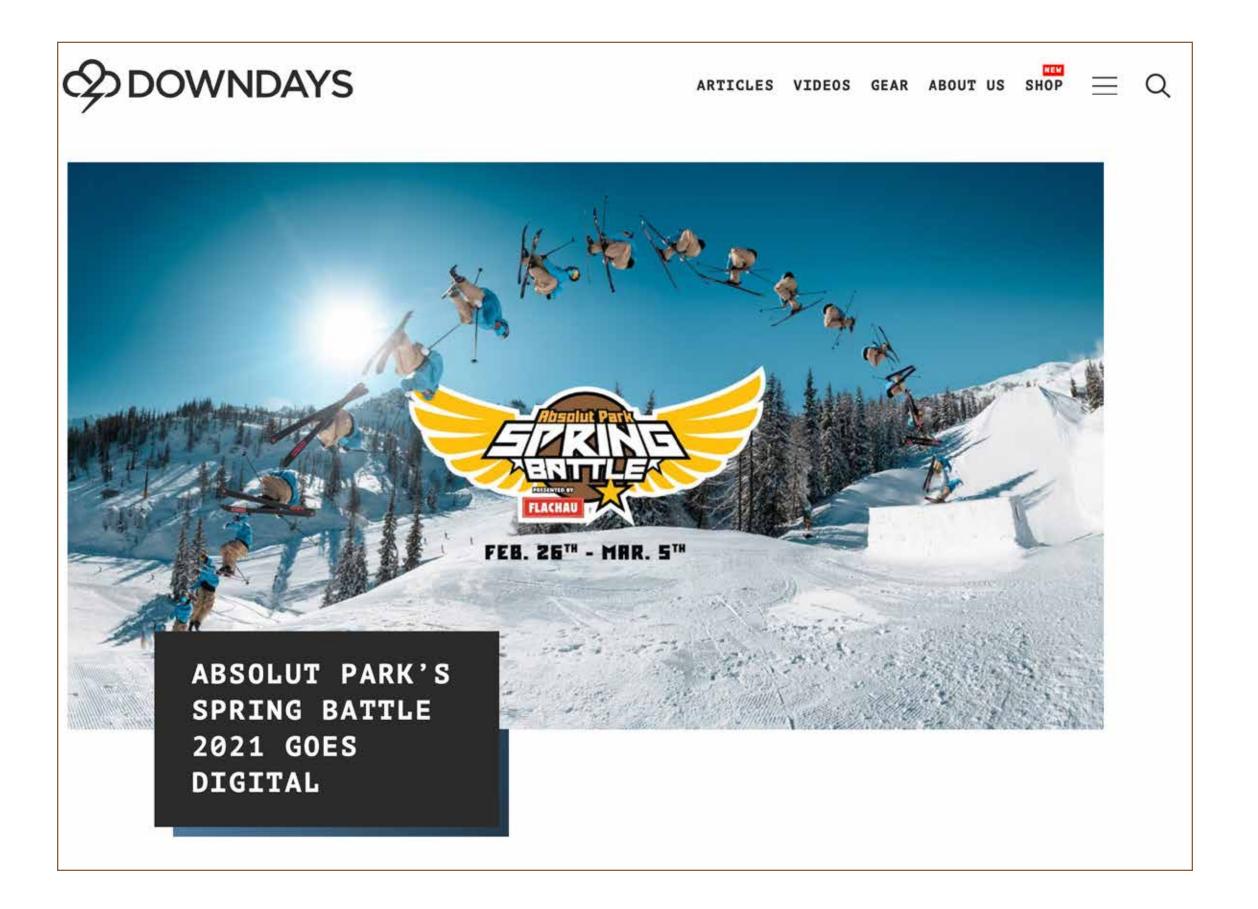


DOWNDAYS.EU

Freeski

2 REPORTS





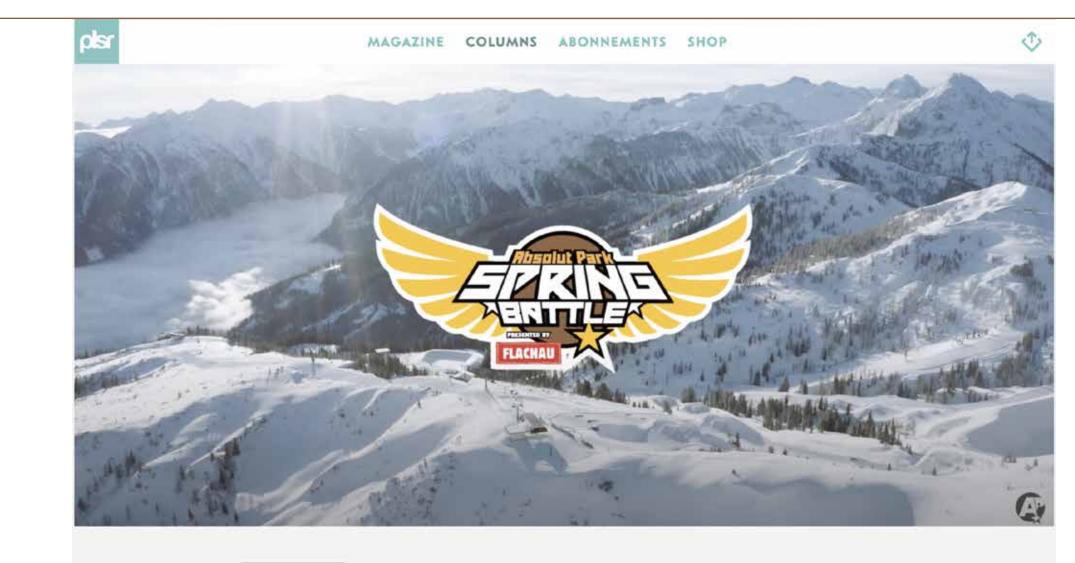


ONLINE MEDIA HIGHLIGHTS

PLEASUREMAG.COM

Snowboard

1 REPORT



PRESS 25.02.2021

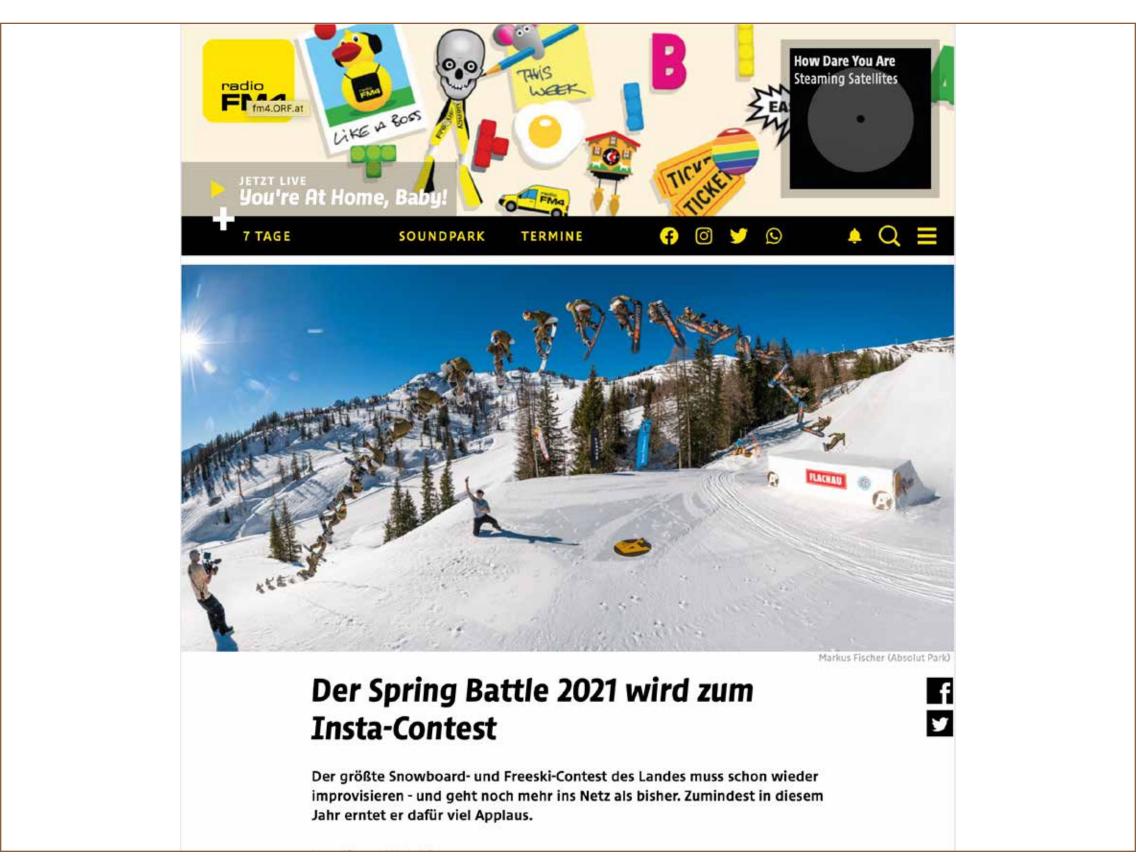
ABSOLUT PARK: SPRING BATTLE 2021

In 2002 the first Spring Battle took place in Absolut Park. Over the past years, we always had creative formats and awards, constantly changing and updated. An evolving event format, always up to date and in tune with the zeitgeist. This year in its 19th edition and due to the current Covid-19 situation, we adapted to the restrictions and will hold the Spring Battle 2021 as BEST TRICK INSTAGRAM ONLINE CONTEST.

FM4.ORF.AT

Freeski & Snowboard

1 REPORT + 1 RADIO SHOW



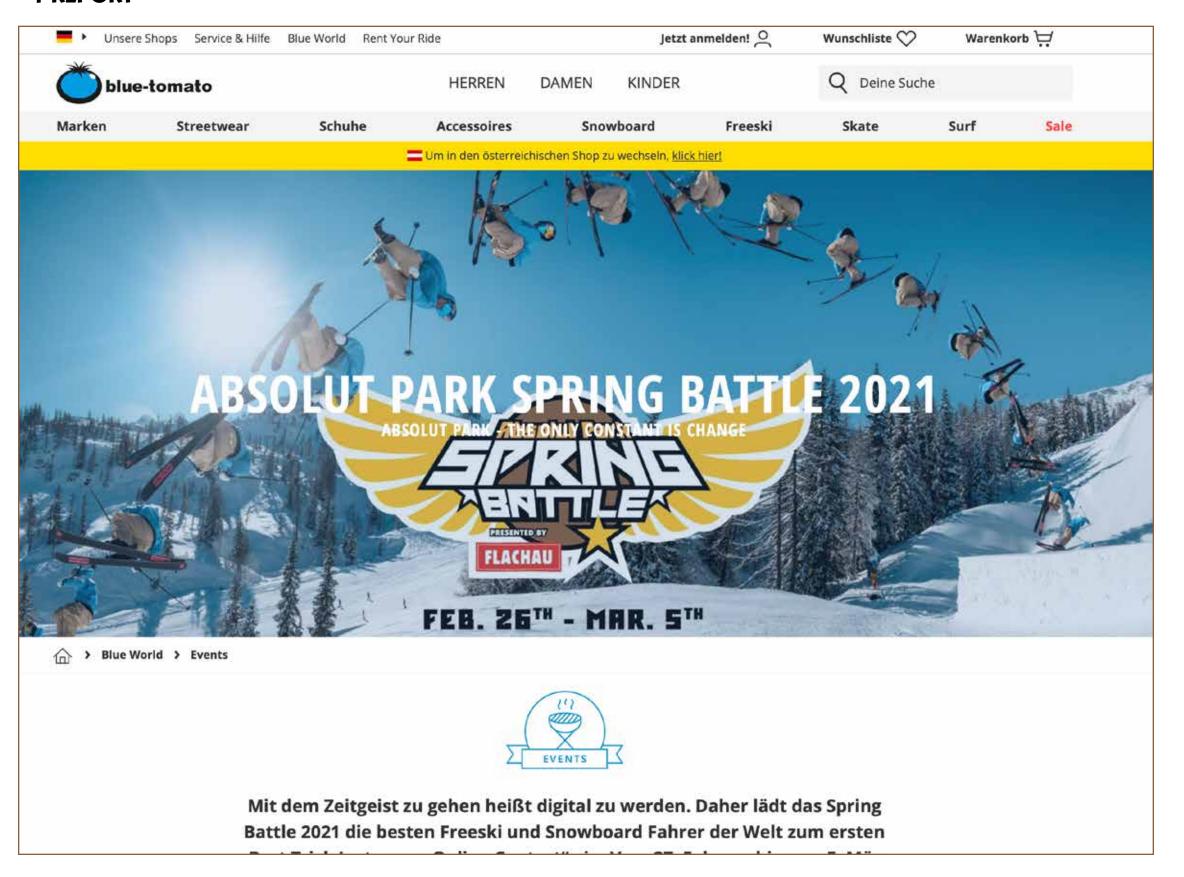


ONLINE MEDIA HIGHLIGHTS

BLUE-TOMATO.COM

Freeski & Snowboard

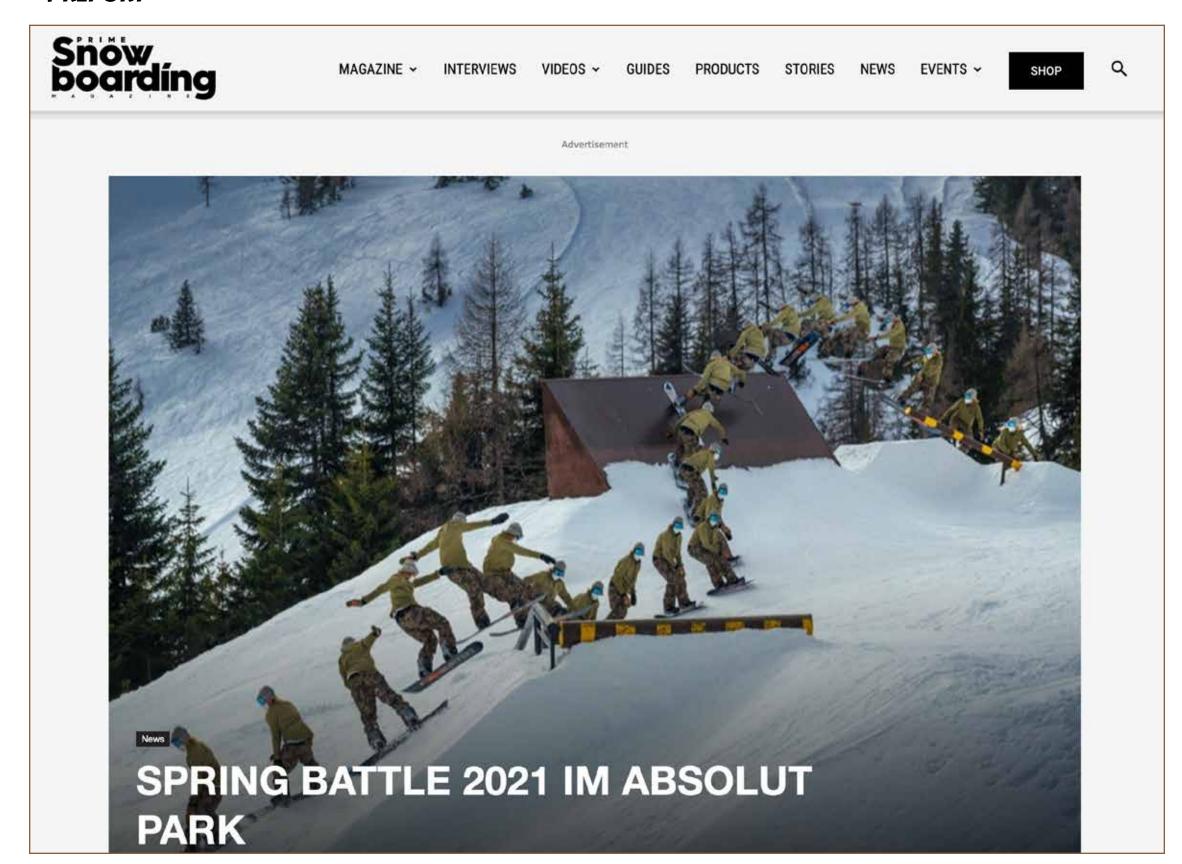
1 REPORT



PRIME-SNOWBOARDING.DE

Snowboard

1 REPORT





SPRING BATTLE 21 LIVE SHOWS

DAILY SHOWS

In addition to the opening show on friday, we broadcasted **3 Award Shows** from wednesday till friday featuring all news and gossip from the day.

BEST RAIL AWARD SHOW (Wednesday)
BEST 540 AWARD SHOW (Thursday)
SPIN TO WIN & TURBO KNUCKLE AWARD SHOW (Friday)

LIVE SHOW LOCATION

Lumberjack.at - the organic mountain restaurant at the Lumberjack Shuttle at Shuttleberg Flachauwinkl-Kleinarl.

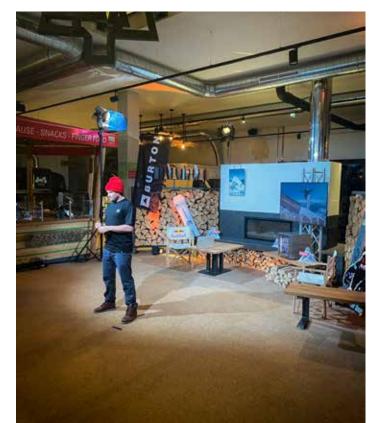
DAILY GUESTS

Due to the Coronavrius we only have one guest for each show:
Lisa Zimmermann (Wednesday's show)
Fridtjof Tischendorf (Thursday's show)
Ethan Morgan (Friday's show)

HOST

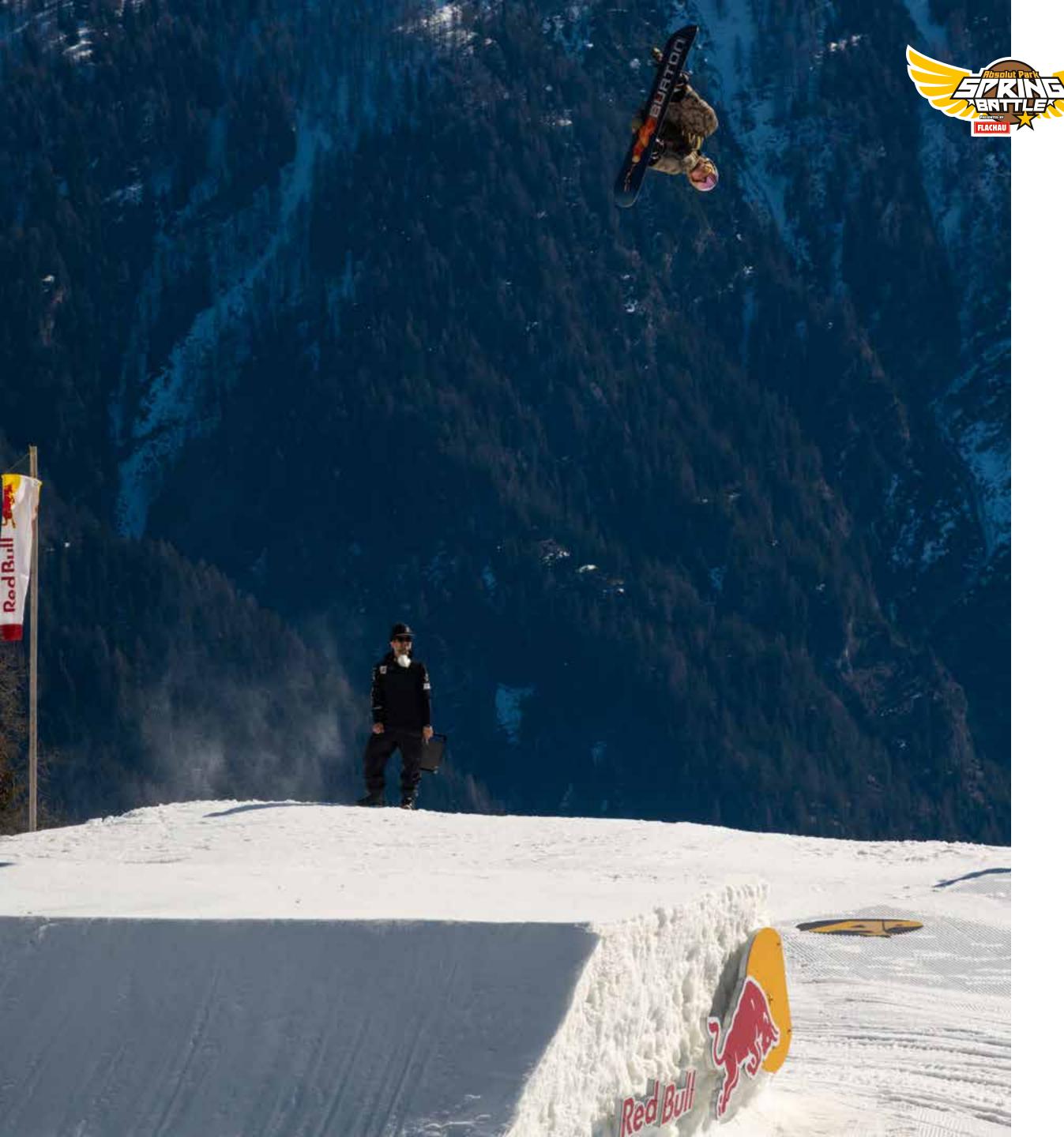
Henry Jackson

YOUTUBE LIVE









SPRING BATTLE 21 ATHLETES

SNOWBOARD

ANNA GASSER AUT

Olympics: 1x Gold

Snowboard World Championships: 1x Gold I 1x Silver

X Games: 4x Gold | 1x Silver | 1x Bronze

Spring Battle:
Winner 2018
2021: 1ST Best 540 | 1ST Best Rail | 1ST Spin to Win

TESS COADY AUS

Snowboard World Championships: 1x Bronze

Spring Battle: 2021: 3RD Best Rail I 2ND Spin to Win

JULIA MARINO USA

X Games: 1x Gold I 2x Silver I 2x Bronze

FRIDTJOF TISCHENDORF NOR

X Games: 1x Gold I 2x Bronze

Spring Battle:
Best Turbo Knuckle 2019
2021: 1ST Best 540

FREESKI

SARAH HOEFFLIN SUI

Olympics: 1x Gold

X Games: 1x Gold I 2x Silver I 3x Bronze

Spring Battle:
Winner 2018
2ND 2019
2021: 1ST Best Rail I 3RD Turbo Knuckle

TOM WALLSICH USA

Freeski World Championships: 1x Gold

> X Games: 2x Gold I 1x Silver

ALEX HALL USA

Freeski World Championships: 1x Bronze

X Games: 3x Gold | 1x Silver | 1x Bronze

Spring Battle: 2021: 1ST Best Rail



FLACHAU

SPRING BATTLE 21 ATHLETES

SNOWBOARD

KAITO HAMADA JPN

Spring Battle: 2ND 2019 2021: 1ST Best 540

CLEMENS MILLAUER AUT

Spring Battle: Winner 2018

SINA CANDRIAN SUI

Snowboard World Championships: 1x Silver I 1x Bronze

Snowboard Youth World Championships: 2x Gold I 2x Bronze

> X Games: 4x Gold | 1x Silver | 1x Bronze

Spring Battle: 2021: 2ND Turbo Knuckle

FREESKI

LISA ZIMMERMANN GER

X Games: 1x Gold

Freeski World Championships: 1x Gold

> Spring Battle: 2021: 2ND Best Rail

MAGGIE VOISIN USA

X Games: 2x Gold | 2x Silver | 3x Bronze

Spring Battle: 2021: 1ST Best 540 | 3RD Best Rail

KAI MAHLER SUI

Youth Olympic 1x Gold

X Games: 2x Silver I 2x Bronze

Spring Battle: 2021: 1ST Best 540

