



**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

## **10 YEARS OF FREESTYLE SKIING WORLD CUP AT TREMBLANT**

### **Olympic Gold Medallist Skier Jean-Luc Brassard Selected as Official Spokesperson for the 2005 Ericsson Freestyle Grand Prix**

**Mont-Tremblant, November 26, 2004** – As the ski season ramps up, the organizing committee of the *Ericsson Freestyle Grand Prix* is pleased to announce the 10<sup>th</sup> anniversary of this World Cup event, to be held at Tremblant, January 7 - 9, 2005. The Ericsson Freestyle Grand Prix, formerly known as the *Ericsson World Freestyle Event*, will feature over 150 of the world's best moguls and aerials athletes and is considered to be one of the three most important competitions on the Freestyle World Cup circuit.

To mark the 10<sup>th</sup> anniversary of this prestigious event, it is sporting a new name and logo to celebrate the transition into a new decade of freestyle skiing. In addition, Jean-Luc Brassard, who won the first Olympic Gold medal by a Canadian male skier at the 1994 Lillehammer Olympics in Moguls, will be the official spokesperson for the 2005 Grand Prix. "I am honoured to be named official spokesperson for the 2005 Ericsson Freestyle Grand Prix, the only event of its kind in Eastern Canada, and to celebrate 10 years of freestyle skiing at Tremblant," said Jean-Luc Brassard. "Thanks to world-class events such as this one, freestyle skiing will continue to gain widespread attention and enjoy growth both in Canada and internationally."

"Ericsson is extremely proud to be associated with the freestyle event from the very beginning," said Mark Henderson, president and chief executive officer, Ericsson Canada Inc. "Our decade-long support of this event reflects Ericsson Canada's commitment to celebrating performance and determination, values that also mark Ericsson's innovative spirit, especially in Montreal, where our Canadian R&D Centre is located."

Adds Lyne Lortie of Tremblant, "It is an honour and a pleasure for Tremblant to be associated, for a 10<sup>th</sup> year, to a high-level competition such as the Ericsson Freestyle Grand Prix. Tremblant is proud to host the best athletes and to live with them moments of incredible emotions. With each edition, Tremblant's goal is to surpass itself so that participants can live a unique experience every year. We sincerely wish the event another 10 years of success."

Event sponsors for the 2005 Ericsson Freestyle Grand Prix also include Tommy Hilfiger, Canada Post, BF Goodrich, as well as Les Suites Tremblant.



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For more information on the **Ericsson Freestyle Grand Prix**, please call **1 88 TREMBLANT**, visit the Canadian Freestyle Ski Association's web site at [www.freestyleski.com](http://www.freestyleski.com) or Tremblant's site at [www.tremblant.ca](http://www.tremblant.ca).

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**FOR FURTHER INFORMATION, PLEASE CONTACT:**

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\* The competitions will take place as follows:

**Opening show** (sponsored by **Tommy Hilfiger & Le Shack**) – Friday, January 7, 7:00 PM, at the base of the South Side;

**BFGoodrich Tires MOGULS** – Saturday, January 8; qualifications at 11:00 AM and finals at 1:30 PM, on the North Side on the Cossak trail;

**Canada Post AERIALS** – Sunday, January 9; qualifications at 11:00 AM and finals at 1:30 PM, at the base of the South Side.