

## White is what matters: it is off to the pistes again in October

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Press release from: [Europa-Sportregion Zell am See-Kaprun](#)



This is unique in the province of Salzburg: the glacier of Kitzsteinhorn offers what all winter enthusiasts are hungry for - first-class snow to ski or board on already in October. For all those who cannot wait to put on their skis and feel the poles in their hands, there is particularly early snow fun to be found in the 'Europa-Sportregion Zell am See-Kaprun'. When people still desperately long for the first white flakes elsewhere, skiers and boarders have been romping the pistes of Kitzsteinhorn long since.

In order for the season to get into full swing right from the start, the traditional Winter Opening must not be missed this year either. And it is going to be great: 'White Start' or 'ONE Snow Jam' - in Zell am See and Kaprun lavish celebrations are part and parcel of the start into the cold season of the year. After all, the region and its 132 kilometres of pistes provide the perfect setting for them. The non-stop partying begins with the 'White Start Opening' on Salzburg's 'coolest mountain'. On 18th and 19th November you can party like crazy on the deeply snow-covered slopes of the 3,203-metre Alpine massif.

The start into the white season comes to its undisputed peak with Austria's biggest Winter Opening: the 'ONE Snow Jam' electrifies the crowds on two consecutive weekends. No carver, snowboarder, or skier would willingly miss this great event. And the festival also 'brings up the big guns' again: rock and pop bands like 'Vanilla Sky', '3 feet smaller', and 'Guadalajara' will get their audience in a very good mood: time-honoured Kaprun Castle is providing the setting for these beats and basses. It is here, too, that a real Austrian legend is performing: Wolfgang Ambros is going to get his audience to boiling point with old classics as well as with excerpts from his new hit album 'Steh grod'.

The unique winter event starts on Friday, 24th November. Until Sunday, 26th November, merciless party fun will be reigning on the pistes. During that weekend especially snowboarders will get their money's worth: they will get an opportunity to test all the latest boards made by the big brand-name manufacturers. Carvers, on the other hand, are being put to the centre of attention from 1st to 3rd December when the newest ski models are just waiting to be manoeuvred across the snow for the first time.

Guests who would like to start into the white fun at a particularly favourable price can opt for one of the attractive package offers. The 'Glacier Snow Okay' package of the 'Europa-Sportregion' or the special offers for the visitors of the 'ONE Snow Jam' take them to the winter paradise of Zell am See and Kaprun for really small money.

You can find more information on the 'ONE Snow Jam' at [www.event.one.at/snowjam](http://www.event.one.at/snowjam). Details about the 'Europa-Sportregion

Zell am See-Kaprun' are available at [www.europasportregion.info](http://www.europasportregion.info).

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**General Information:**

With 13,500 beds and two million overnight stays per year, the 'Europa-Sportregion Zell am See-Kaprun' is one of the most important tourism centres in Austria. In winter as in summer, guests find all kinds of leisure activities to choose from. For ski fans there are 132 kilometres of finest pistes in thick powder snow. In the summer months Zell am See and Kaprun captivate with ideal conditions for more than 40 different kinds of sports - from hiking and golfing, cycling and all water sports to extreme sports like canyoning and, last not least, summer skiing on the glacier of Kitzsteinhorn. In recent years the region has also hosted many races of the Mountain Bike World.

[You can find this press release here](#)