

Trumpets in the 'Snow Atrium' kicking off the winter season

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Agency: [knoefler-journalist . media + communications GmbH](#)



In the strict sense there should not be a winter opening in Zell am See-Kaprun. The reason: in one of Europe's most favourite holiday regions, winter has its way all around the year! On the glacier plateau of Kitzsteinhorn at about 3,000 metres of altitude, visitors can get on their skis and snowboards whenever they feel like it and enjoy the snow regardless of the weather - in spring, autumn, and even in summer. But now that the cold months of the year are approaching with giant strides, it is hard to curb the happy anticipation in the heart of Pinzgau: towards the middle of November Zell am See and Kaprun invite visitors to join their renowned winter opening festival.

Since the finest of powder snow is just good enough for the region, the beginning of the winter season has to be an extraordinary event, too: with the 'white-start glacier weekend' on Kitzsteinhorn, the twin towns have organized one of the biggest winter openings in Austria! Winter enthusiasts only have to wait for a little less than eight weeks: on 17th November the new winter season kicks off, promising waist-deep snow. Already now the glacier gives a taste of what visitors of the white-start opening can expect to experience on the plateau. While we are still in autumn, the snow conditions on the glacier are already in a class of their own.

But pristine white is not the only thing Zell am See and Kaprun have in store for you: in order to extend a very 'warm' welcome to Mother Holle, the region has called for some backup. With DJ Gordon Edge, a real pro spins the records on the turntables high above Pinzgau's roofs. Among regular disco-goers and the fans of house music, this guy, who has worked with Sade and Madonna, has gained cult status long since. In the biggest clubs from New York to Ibiza, he is known under the name of 'The Trumpet Man'. On Kitzsteinhorn, too, the skilled trumpeter definitely will not fail to add some trumpet tunes to the electronic beats. The location of the up-coming event has been built especially for the white-start opening: 18 pillars carved from shining ice make the so-called 'Snow Atrium'. From Saturday evening on we will turn night into day here.

If you are still fit enough after this huge outdoor disco, you can go on to test the latest goggles, helmets, and skis of all the renowned manufacturers, be it Atomic, Blizzard, Fischer, or Salomon - we have them all. And if you feel kind of stiff and worn-out after an extensive sampling tour, there is the 'massage drive-in' where professional masseurs knead your sore muscles - free of charge and right off the pistes.

And what do the real experts say about the latest trends on the piste in the season of 2007/2008? Visitors of the white-start opening can meet the journalists of the Salzburger Nachrichten in the Alpincenter on Friday noon and get answers to all their questions! But already now, one thing is for sure: winter without its opening festival in Zell am See-Kaprun would be like Christmas without presents!

For more information on the white-start opening in Zell am See-Kaprun please visit us at www.zellamsee-kaprun.com.

Contact within the region

Guest Service Zell am See-Kaprun
Phone +43 (0)6542 - 770 0
welcome(at)zellamsee-kaprun.com
www.zellamsee-kaprun.com

Press contact

knoefler-journalist . media + communications GmbH
Mr. Benjamin Knöfler
Phone +49 (0)6028 - 80729 0
zellkaprun(at)kj-media.com
www.knoefler-journalist.com

Information summary

The holiday region Zell am See-Kaprun with its 14,000 beds and two million overnight stays every year is one of the most important holiday destinations in Austria. During the summer months you can enjoy a variety of outdoor activities like rafting, golf and hiking. And also in the cold season there is never a dull moment thanks to sleigh rides and hiking tours in snowshoes. Skiers can comfortably reach the 132 kilometres of slopes with powder snow with one of the 56 lifts. Snowboarders enjoy the perfect conditions of the Snowpark on the 2,600 metre high glacier plateau. Even in the summer you can swish down the slopes here. The renowned German publishing house of 'Falk Verlag' awarded Zell am See and Kaprun the decoration of the most family-friendly holiday region in Europe.

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