

Thousands of visitors celebrated the start of the winter season in Zell am See and Kaprun

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More than two and a half metres of pristine white snow, a unique club party and thousands of thrilled winter sports enthusiasts: this was the 'white-start' winter opening in Zell am See-Kaprun. On the glacier of Kitzsteinhorn at an altitude of almost 3,000 metres, the popular holiday region invited visitors to join in the celebrations for the start of the winter season of 2007/2008 and lovers of snow and ice from Germany, Austria, Switzerland, and many other nations flocked to the local mountain of Kaprun with their expectations set high. The panorama there was definitely breathtaking: there wasn't even an inch of ground on the entire glacier plateau that had not been covered in snow.

Tara McDonald and DJ Gordon Edge were impressed by that much snow coming down from the sky in thick, heavy flakes. The two celebrities were the top acts of the 'be:open snow clubbing' at 2,450 metres of altitude, where the snow currently already reaches up to a height of two metres. Absolutely perfect conditions for the 'Snow Atrium'! The area, enclosed by columns carved from shining ice that had been erected especially for the 'white-start', was the venue for the great disco party on Saturday night where the two Brits put the heat on their audience. 'My blood is still boiling even though the temperatures outside are 15 degrees below zero', said DJ Gordon Edge after his performance. 'It has just been an amazing experience to play on the glacier!'

Just like DJ Gordon Edge, Tara McDonald performed for the first time surrounded by snow and ice. 'It's just wicked!' said the attractive singer after her premiere gig in Zell am See-Kaprun. 'It felt really extraordinary to be able to perform here!' Especially the duet with her fellow countryman had been great fun, she said. 'Gordon is an excellent trumpet player. I really enjoyed his show.' The eponymous instrument of 'Trumpet Man', as Edge is called due to his exclusive show mixing house and trumpet music, almost froze. But nevertheless, he is determined to come back to the bitter cold of Kitzsteinhorn in the course of this winter - and he is going to bring his snowboard then.

Many other winter sports enthusiasts who spent their weekend on the glacier of Kitzsteinhorn share this dream. Equipped with the latest ski models by the ski hire shop, visitors of the 'white-start' swished down the slopes. Another highlight: the 'massage drive-in' right off the piste. Here, skiers and snowboarders had their sore muscles kneaded by skilled hands, before enjoying some time at the 'chill isle'. One visitor was quoted, 'There is no way to top this!'

For more information on the 'white-start' event 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 136 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](#)