

FREERIDE ON THE SLOPES AT CAROSELLO 3000 WITH THE "POWDER SLOPES"

Given the exceptional snowfall that involved Livigno, together with the high danger of avalanches, Carosello 3000 supported the freeride movement leaving with fresh snow the Polvere slope, one of the longest and most important of the ski area.

They are called Powder Slopes and they are ski slopes that aren't groomed for a single day after every significant snowfall. They are slopes for expert skiers (their difficulty grade is called "double black") but that, comparing to the backcountry areas, have the advantage to be defined by the slope signs and controlled by the ski-area rescue team. The Powder Slopes can be easily be avoided by those skiers that want to ski only on groomed slopes.

Saturday, February 2nd the slope chosen to be left not groomed has been the Polvere. More than 2km length, until 100 meters width and with a series of bumps and dips that make it one of the most interesting and famous slope of the entire ski-area. The decision to not grooming the Polvere it has been taken to enable the skiers to enjoy the powder in a safe area, therefore preventing the risk given by the high avalanche danger due to the exceptional snowfall.

- So far we had left in fresh snow secondary slopes of the ski-area, especially in Val Federia, since the spectacular mountainous landscape gives the feeling to ski in a pristine and wild environment. - Says Camillo Bertolini, Carosello 3000 marketing manager - Now, considering the very high avalanche danger, we wanted to make a special gift to our freeriders, enabling them to have fun with 70cm of fresh snow completely in safety, using the entire Polvere slope. An initiative that has been appreciated. We hope to be able to repropose it in the future. -

Livigno is a destination very freeride oriented and since years it commits itself to enable the off-piste ski enthusiasts to practice this activity consciously, knowing the snow situation, the risks and how to face danger situations. Every day is published the local <u>avalanche bulletin</u>, issued by the resort and realized by <u>Alpsolut</u>, a start-up that studies the precipitation and the stability of the snow.

The Powder Slopes, which last only for one day, are notified through the Carosello 3000 social media or with the <u>Powder Alert</u>, a special newsletter dedicated to freeriders, which in few seasons has already gathered more than 20.000 subscribers.