



**10** year  
anniversary



## Dachstein calls for the 10<sup>th</sup> anniversary showdown:

### O'Neill Pleasure Jam powered by Opel

TTR 4 Star Event, 1<sup>st</sup> QParks Tour Stop

9<sup>th</sup> – 11<sup>th</sup> November 2012, Schladming/Dachstein

**Believe it or not, but this year, the O'Neill Pleasure Jam powered by Opel is celebrating its 10<sup>th</sup> anniversary! In honor of this event, the big names within the international snowboard scene will gather in Schladming/Dachstein to join the festivities. 20.000 USD prize money, 4Star TTR Contest, 1<sup>st</sup> QParks Tour Stop, first-class action and crazy parties – the O'Neill Pleasure Jam powered by Opel is a must for all freestylers and party people!**

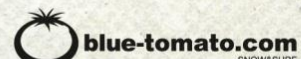
### Happy Birthday Pleasure Jam - Welcome O'Neill & Opel!

A few years ago, nobody would have dreamed that the "Jam", once a small "get-together" of local snowboard cracks, would become one of the biggest and most important snowboard events in Europe. Starting with a handful of local snowboard junkies, the ever increasing riding level and a challenging contest setup were reasons for the international snowboard elite to draw more and more attention to the growing event. Old dogs like Stefan Gimpl, Chris und Rudi Kröll, Andreas Wiig, Eero Ettala, as well as young guns like Seppe Smiths, Elias Elhardt and Amie Fuller- just to mention a few – have always been joining the event.

Just in time for the 10<sup>th</sup> anniversary, two new and strong partners are joining forces with the Pleasure Jam. O'Neill – one of the most important surf- and board sports brands worldwide together with the automobile manufacturer Opel – will be supporting and lending its name to the event.

### Don't Drink and Drive but Sleep & Ride!

You don't want to miss the biggest freestyle event of the year but still haven't any idea where to sleep? Then hurry up and grab one of the super-cheap 'Sleep And Ride' packages!





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A package includes accommodation in an apartment or a bed and breakfast, lift pass, a goodie bag sponsored by Blue Tomato and O'Neill and free entry to the parties.

### **JAM BANG PARTIES down at the underground!**

No birthday without a party! Already on Thursday the party marathon starts at the "**Blue Tomato Industry&Rider Welcome Party**" at the Blue Tomato Headquarters! After the action on the glacier on both Friday and Saturday there will be the "**Jam Bang Parties**" at the 'Planai parking garage'. Proper sound is guaranteed, as acts like DJ TDK, Mundpropaganda, Haptic Invaders and DJ BLAH will enter the stage. With Dubstep, Drum&Bass and Hip Hop beats, all party addicts will get their money's worth and the O'Neill Pleasure Jam will make history as an unforgettable season opening!

### **Sneak to the Peak – Online Video Challenge!**

You fancy a starting position at the O'Neill Pleasure Jam powered by Opel without having to fight your way through the qualification? Then listen up because here's how it's done! This year again you have the opportunity to win two tickets which will bring you directly to the Grande Finale of the O'Neill Pleasure Jam powered by Opel!

Make a short clip of your sickest tricks and send it to [info@pleasurejam.com](mailto:info@pleasurejam.com). In contrast to last year's jury that chose the finalists, it's going to be the fan community that gets to decide who will move on to the finals this year! All videos will be available on our new [Facebook Fanpage](#) soon. Then it's up to YOU to vote for the girl or dude you want to see in the finals!

**Further information concerning parties, packages and raffles as well as all updates are available on:**

[www.pleasurejam.com](http://www.pleasurejam.com)

[www.facebook.com/qparksjam](http://www.facebook.com/qparksjam)

