

ALAMEDA, CA (Nov. 8, 2016)



MEDIA ALERTMEDIA ALERT***MEDIA ALERT***

Registration set to open for The North Face Peak2Park

Push your limits and redefine success by competing in The North Face's Virtual Competition

WHO—The North Face seeks to provide a venue for aspiring freeskiers and snowboarders to take that first step towards further exploration and progression. Whether attempting a cork 7 for the first time with PPOS; or laying out a proper method with AMOS; The North Face encourages Peak2Park athletes to head to the mountain, and never stop exploring.

WHAT—The North Face is excited to introduce the Peak2Park Virtual Competition. An open-format digital series, including the Park and Pipe Open Series Virtual Competition (PPOS) and the new All Mountain Open Series Virtual Competition (AMOS).

“My first thought when TNF released the PPOS competition, was that this format needed to be applied to all mountain skiing and riding,” said Hadley Hammer, professional big mountain skier and former Freeride World Tour Champion. “There are so many undiscovered riders at resorts across North America and Europe who will be able to showcase their talent and creativity without worrying about traditional barriers of entry associated with normal competitions and filming. I think we are about to be exposed to a whole new level of riding.”

WHERE—For the first time, registration will be open to athletes in North America and Europe. Bringing together a global community of all mountain enthusiasts looking to virtually compete on a creative and open digital platform located at Peak2Park.com.

WHEN—Registration for the Peak2Park Virtual Competition is set to open on Tuesday, Nov. 8, 2016. The video submission window for both PPOS and AMOS opens on Jan. 5, 2017.

Connect with Peak2Park

Press room and digital press kit: peak2park.com/peak/press-room/

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