

## ***Let's Snow BCN* arrives at the Poble Espanyol to become Barcelona's key skiing festival**

- **The first festival will be held from 11th to 13th November to mark the start of the winter season.**
- ***Let's Snow BCN* is set to become Barcelona's key skiing festival and will fill a gap in the sector that has lasted many years.**
- **It will provide a meeting place covering an area of 42,000 m<sup>2</sup> where visitors can buy seasonal passes, tourist products and find out about the latest developments in the ski sector.**
- **The exhibitors will include the ski resorts of La Molina, Masella, Vallter 2000, Port Ainé, Espot, Vall de Núria, Boí Taüll and Baqueira Beret, as well as the Swiss Tourist Board, the Austrian Tourist Board and Les Neiges Catalanes. You'll also find leading brands including Volk and Fischer.**
- **The festival will also be hosting a wide variety of adventure sport activities which you can join in, including a rock climbing wall, zip lines, an après ski area, an ice rink, mushing and rollerblade skiing.**

**Barcelona, 6th October 2016.** The press conference to present the first skiing and mountain sports festival *Let's Snow BCN* was held this morning. The festival will take place on 11th, 12th and 13th November at Barcelona's Poble Espanyol. The event was attended by Anton Vidal, general manager of the Poble Espanyol; Mònica Colomer, coordinator of the Catalan Institute of Cuisine and Gastronomic Culture Foundation; Toni Real, journalist and former director and presenter of the Catalan television programme Temps de Neu; Aureli Bisbe, president of the Spanish Tourist Association of Ski and Mountain Resorts and the Catalan Association of Ski Resorts and Mountain Activities; and Gerard Figueras, general secretary for sport of the Catalan Government.

They all highlighted how important it was that Barcelona had been chosen to host the festival. According to Anton Vidal it will be "the great festival marking the start of the

winter season". Toni Real said that it was a "really great idea" and Aureli Bisbe stated that it will "give fresh impetus to the ski sector in Catalonia". The Catalan Government's secretary general for sport, Gerard Figueras, thanked the organisers for their hard work and determination and said that "we are at the threshold of what is set to become the key festival in Catalonia and the south of Europe. [...] A really important pairing that will connect Barcelona with the ski resorts and the Catalan Pyrenees".

It has been some years now since Barcelona had its own major skiing and mountain sports event. 2016 will be a turning point for the sector thanks to this initiative of the Poble Espanyol and organisers with many years' experience. From 11th to 13th November, the new festival *Let's Snow BCN* will become the biggest meeting point for lovers of mountain sports and will mark the beginning of the winter season.

*Let's Snow BCN* will be much more than a conventional event. Montjuïc's iconic visitor attraction, the Poble Espanyol, covers a surface area of 42,000 m<sup>2</sup> and will be showcasing a whole host of activities related to skiing and mountain sports:

### **Ice rink**

A 120 m<sup>2</sup> rink in the middle of the Poble Espanyol's main square, the Plaza Mayor, will be one of the main attractions for all visitors, young and old.

### **Adventure zone**

An adventure zone in the Poble Espanyol's picnic area will be the favourite attraction for families who will be able to enjoy countless activities associated with mountaineering including an agility park, rock climbing walls, zip lines, orienteering races...

### **Gastronomy**

The food fair will be one of the festival's key events with a whole host of activities associated with food, snow and adventure. Highlights include a mountain tapas trail stopping at the bars and restaurants in the Poble Espanyol, an area where you'll find characteristic foods from the sector, and a number of showcooking events and tastings of typical mountain dishes.

### **Skimetraje**

As part of *Let's Snow BCN*, the theatre inside the Poble Espanyol will be screening a selection of the best short films from last year's Skimetraje, a festival of shorts about skiing, the snow and winter sports shot in and around the Pyrenees.

## **Skating and mountain sports**

Lovers of winter and adventure sports are in luck with all the activities on offer around the Poble Espanyol. These include *mushing* (sleds pulled by dogs) in the Sculpture Garden, Alpine inline skiing, rollerblade skiing and an ice rink in the Poble Espanyol's Plaza Mayor.

## **Après Ski**

The latest ski resort leisure phenomenon touches down in Barcelona. An area dedicated to relaxation and music will set the tempo for the event which will be hosting live DJ sets throughout the weekend.

## **Workshops**

An area of the Plaza Mayor inside the Poble Espanyol will be hosting all kinds of workshops. You'll find live demonstrations throughout the day, including how to maintain snowboard and ski equipment, repair soles, and maintain and polish ski and snowboard edges.

## **Exhibition area**

The Plaza Mayor will also have a huge exhibition where ski sector professionals will be presenting the latest products: ski resorts, travel agencies and specialist shops. All the visitors will be able to purchase their seasonal passes, tourist products and see the latest ski gear and clothing. Exhibitors will include leading ski resorts, including La Molina, Masella, Vallter 2000, Port Ainé, Espot, Vall de Núria, Boí Taüll and Baqueira Beret, as well as the Swiss Tourist Board, the Austrian Tourist Board and Les Neiges Catalanes. You'll also find leading brands such as Volk and Fischer.

## **Poble Espanyol**

The Poble Espanyol is one of Barcelona's foremost tourist and cultural attractions and receives 1.5 million visitors every year. Close to the city centre, it covers an area of 42,000 m<sup>2</sup>, is completely pedestrianised and looks like a real-life walled village. The Poble Espanyol is one of the most important landmarks to survive from the 1929 International Exhibition and provides locals and visitors alike with a wide range of leisure and cultural activities. The Poble Espanyol hosts major cultural events and entertainments. Firm favourites, including the Noches de Blues and the short-film festival Mecal Air, have been joined by the summer comedy festival, RiuEstiu, and the

open-air karaoke cinema Sing-Along, to make the Poble Espanyol one of Barcelona's biggest open air theatres.

**You can download the file and photos from the following link:**

<https://www.dropbox.com/sh/uxsjzcvdf09zawl/AABzjxuJrLLqRvTU7JRewPQua?dl=0>

**PRESS CONTACT**

departamentcomunicacio@poble-espanyol.com

T.93 508 63 24