

G3 Announces A Ski Graphic Contest

Contributed by The Editors
Monday, 13 October 2008

Everyone who's ever strapped on a pair of skis has looked down at the graphics and wondered if they could design something better. Now, thanks to Genuine Guide Gear, they have a chance to find out. They could also win a free pair of the skis they design.

FOR IMMEDIATE RELEASE

Genuine Guide Gear is inviting aspiring and professional designers and artists to submit their designs for a new topsheet on a G3 ski. The winner will be announced at the Coldsmoke Powder Festival the weekend of February 20, 2009 in Nelson BC.

As G3's President, Oliver Steffen says, "Ski graphics have become a genuinely exciting art form, and we want to give artists and designers all over a chance to show what kind of original and eye catching designs they can come up with."

It's easy to enter the G3 Ski Graphic Challenge. Just visit www.skigraphiks.com, get the details on how to play, and submit your entry accordingly. The judges will select 20 semifinalists on January 1st 2009. These designs will be printed and showcased on the contest website and at the Coldsmoke Festival in Nelson. The judges will then select three finalists who will participate in a video about themselves and their designs. The winner will be announced at the Saturday night dinner, as part of the Coldsmoke Powder Festival activities.

"We believe that skiing is a form of creativity", says Steffen, "And the design and look of skis is part of that creativity. We want to give everyone a chance to participate in the fun of designing a top sheet for a ski."

Genuine Guide Gear is a leader in the backcountry skiing industry. They design and manufacture innovative skis, bindings, and other backcountry gear for winter adventurers, including a line of products designed specifically for women skiers. The company is based in North Vancouver, British Columbia.

For more information about Genuine Guide Gear or the G3 Ski Graphic Contest, contact Naheed Henderson at 604.924.9048.ext231 or email naheedh@genuineguidegear.com