

Third Round Winner Chosen for G3, BentGate.com Skigraphiks Contest

Vancouver, British Columbia – “Compound of Enlightenment” is the perfect name for the winning graphic on the ZenOxide ski after the third round of G3’s Skigraphiks contest. The ZenOxide, an ultra-lightweight-yet-fat touring ski, will soon be available for purchase with this winning topsheet through BentGate.com. The third installment of the annual contest, featuring the ZenOxide, wrapped up in November. The fourth and final round of the 2011 G3 Skigraphiks contest, featuring the Infidel ski, will run through the end of December in affiliation with Backcountry Magazine.

Last round of SkiGraphiks continues in affiliation with Backcountry Magazine

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The SkiGraphiks competition, which has one last contest between now and December 31, encourages people to submit their topsheet designs via the G3 Skigraphiks web site. The top graphic designs are produced in limited-edition G3 skis, available for public purchase through the corresponding online retailers. The grand prize winner will be chosen once the final competition is completed.

Hoping to perfectly capture the meaning of “ZenOxide,” the winning artist, Nola Svoboda of Crested Butte, CO, used an image of oxidized metal as the backdrop with graphics of mountain reflections, nature and the Japanese symbol for “Zen.” Her graphic is meant to reflect the feeling of peacefulness and solitude a backcountry skier might experience on a tour.

Svoboda is most excited to use her new ZenOxide skis on longer tours and hut trips in the San Juan Mountains. “I love to ski the deep powder, and, with its size and weight, I have a feeling the G3 ZenOxide is going to be a wonderful touring ski for me,” she said.

In order to have their designs considered, contestants submit a topsheet graphic for the G3 ZenOxide Ski via the Skigraphiks website, and the public votes on their favorite design. The winning design, “Compound of Enlightenment,” was one of the most popular among viewers on the contest site, was the favorite of BentGate.com staffers, the co-sponsor of the third segment of the competition, and also deemed the best design by a panel of G3 judges.

The graphic will be printed on the ZenOxide ski, part of G3’s Mountain Series designed for easy backcountry touring and fun ski descents. Svoboda will take home a free pair of the skis and they will be available exclusively on BentGate.com. Skis will be delivered to Svoboda and others who order them within six weeks.

The third round of the contest closed on November 30, but G3 fans still have one final chance to win. The last round began on December 1 and participants have until December 31 to submit a new design, this time for G3’s Infidel ski.

This year’s challenge has four rounds, in concert with four partners – online retailers Backcountry.com, MountainGear.com and BentGate.com, and Backcountry Magazine online, each with a different G3 ski, so consumers have an opportunity to enter four competitions through December 31, 2011.

Here’s how it works: skiers can submit their designs at www.g3skigraphiks.com, the public gets to vote on them, and, like Svoboda, the winner each month will get a pair of G3 skis with their graphic on the topsheet.

In addition, following each round of the competition, the skis will be available on a limited basis to the public. The online retailer affiliated with each respective month's contest will take pre-orders for that particular limited-edition ski during the two weeks immediately after a winner is named. The skis will be delivered to anyone who buys it within six weeks of the close of ordering.

At the end of the contest, one of the designs will be chosen as Grand Prize winner by G3. The grand-prize winner, chosen two weeks after the last contest ends on December 31, will receive a ski package valued at over \$1,400. The package will include a pair of skis with their winning top-sheet graphic, as well as G3 skins and G3 bindings. The skis will be shipped between six and twelve weeks after announcing each winner.

About G3

Based in Vancouver, B.C., G3 Genuine Guide Gear is manufacturer of industry-leading gear for backcountry skiing. It has been making avalanche safety equipment since 1995. The G3 product line includes skis, alpine-touring and telemark ski bindings, climbing skins, avalanche shovels, probes and other ski accessories. G3 was founded on the principle that gear built for backcountry guides should be manufactured to the highest standards, which has helped the company gain a reputation as an industry innovator. For more information, visit www.genuineguidegear.com, like us on Facebook at www.facebook.com/genuineguidegear, or follow us on twitter at www.twitter.com/g3gear