



WORLD HELI CHALLENGE ISSUES A “CALL UP” FOR 2014 EVENT

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In a fresh twist to the World Heli Challenge event format event director Tony “Harro” Harrington has issued a “Call Up” inviting athletes from around the globe to win their way into the event this year at Aoraki Mt Cook.

The World Heli Challenge has been attracting international big name skiers and boarders alongside ripping lesser-known athletes down to the Southern Alps in New Zealand since 1995 with it’s potent combination of helicopters, epic backcountry freeriding, world-class media outputs and flat-out fun.

This year the competition adopts a new video shootout style entry, a head-to-head team format and the lure of a serious purse of \$14,000 cash plus prizes.

Harro explains the new setup, “The Call Up makes it possible for anyone to buddy up with a friend and make an edit to win entry. We wanted to make the event accessible to both the big name athletes but also to the wildcards out there with serious talent – the Call Up is a chance for athletes to earn their way in. By making a 3-minute edit they get a crack at winning 9 days at Aoraki Mt Cook and Lake Ohau for the heliski experience of their lives along with cash and prizes and some great media exposure.”

“The event has always been evolving and we’re pumped to see how everyone tackles the “Call Up” this year. We are already hearing from former athletes fired up to defend their records and a new crop keen to get in on the action.

“The “Call Up” format addresses the evolution of our sport which nowadays is about creating content and stories. There are so many talented athletes who have embraced the filming, media and content aspect of what they do and are dominating social media. Being able to offer cash prizes this year is a game changer.

The World Heli Challenge “Call Up” is open now and closes on August 20 at 4pm NZ time. Entry information is available at www.worldhelichallenge.com

Two teams will be chosen from the “Call Up”, one will be selected by the World Heli Challenge judging panel and the other will be a People’s Choice voted online. A “Call Up” team is two athletes in any combination of ski/snowboard, male/female and may also include their filmer. Once selected for the Challenge each team will be assigned an official Canon Shootout Photographer for the event who will become part of the team.

The winning Call Up teams will be announced in Wanaka, New Zealand on the 4 September. The World Heli Challenge will be held 7-15 September, 2014 based out of Lake Ohau Lodge and Ski Field accessing terrain surrounding Aoraki Mt Cook with Southern Alps Guiding and Wilderness Heli Ski.

www.worldhelichallenge.com

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