

New School Skiing's Next Generation

by David Babic, Gerhard Blöchl & Armin Blöchl

About the Book

The "New School" of skiing fascinates the skiing world with its stylish tricks. The spectacular jumps that currently dominate every skiing magazine and freestyle film make the hearts of many ski fans beat faster.

Which skier would not like to fly, with all the confidence in the world, through the air like the freeski pros who grace the pages of glossy magazines with constantly innovative, breathtaking jumps?

This is where this book comes in. The authors, US ski-team-member David Babic, with Gerhard Blöchl, World Cup competitor, twice German Freestyle Mogul champion, and his brother Armin Blöchl describe methodical ways in which everyone can learn the various jumps quickly and above all, safely.

This book contains suitable tricks for every level of skiing ability. There are also explanations as to how to ski in the halfpipe and moguls, or grind on rails.

Teammates from of the German Freestyle skiing team and other national and international professional freeski professionals, plus the 2005 World Champion Nathan Roberts give useful tips and advice.

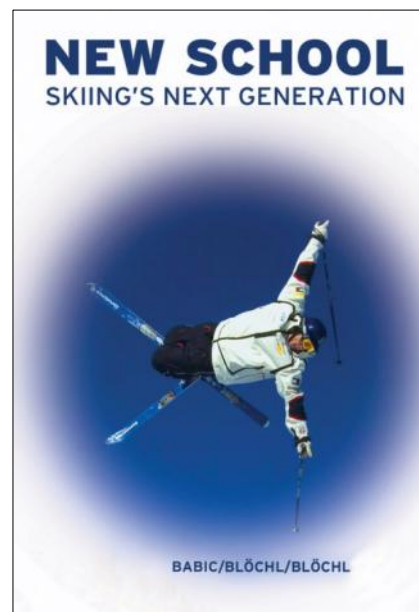
This book is also designed to teach the public training progressions that can be learned both on and off the snow, to continue training during the months between May and August, in the gym, water ramps or on snow camps across the US and Canada.

About the Authors

David Babic was born and raised in Washington, Vermont. He is 26 years old and has been skiing competitively for the past 10 years. He earned a spot on the US Freestyle Ski Team in 2002, just after the Olympic games. For the past four years, he has had the amazing opportunity to compete on the World Cup Tour against some of the best athletes in the world. He received his first world cup podium during the '03 Season in Steamboat Springs, Co, and then followed that season with his first World Cup Win in Airolo, Sui. He continues to push his own level by making technical changes in his skiing, and not to mention performing the first every off-axis 1080-degree spin in world cup competition.

Gerhard Blöchl is 23 years old and have been doing the sport for 7 years year-round. Since his 16th birthday, as a member of the German National Ski Freestyle Team, he has spent about 200 days a year in the snow. In the last couple of years, his work has increasingly focused on his core discipline of moguls, so it is all the more pleasant for him that he can now live his passion for new school in an Olympic discipline. The 2002/3 season was his first World Cup season. He achieved a 15th place in the World Championships in Deer Valley, USA, and two German titles in the spring of 2004.

Armin Blöchl competed in European Cup Mogul races for Germany and later took part in several Freeski competitions. In 1999 he decided to concentrate on his studies and has worked as a sports teacher for the last two years.



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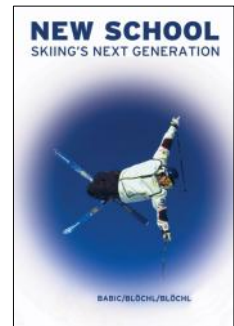
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New School Skiing

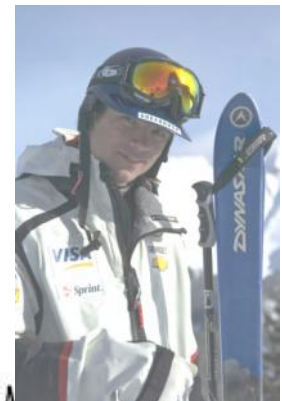


About this Fascinating Sport

The term *New School* is now established among skiers. The ski industry uses it to describe the new skiing disciplines of halfpipe, Big Air and slopestyle events in terrain parks. New School elements have also been incorporated in the Olympic discipline of moguls, so it is not surprising that the French call the New School movement *New Freestyle*.

The ski industry currently enthuses ski fans with fantastic action images that fill the free ski magazines, advertising brochures and short films. They feature breathtaking jumps by Freeski and New School pros and often portray the image that with the right equipment anyone could do the same thing.

The biggest hype for the sport trend New School is always around the Olympic Games. The tickets for the men's Olympic moguls competition in Turin in February 2006 are already sold out. Numerous internet pages and print media for the relevant readership will be reporting extensively about the spectacular sport and also point at the only existing training book on the sport – this book!



David Babic
USA
Moguls

Promotion

- * A variety of skiing and lifestyle magazines like *Freeskier*, *Freeskiing*, *powder*, *Ski*, and *Skiing*, with distribution over 100,000, are places where articles promoting the book will be run. David Babic also intends on running a full press release with the US Ski Team Website. This site informs a large number of followers from all across the globe, and this will be a great way to get the book publicized to a wide variety of perspective consumers.
- * Review mailings will be directed at national ski magazines and regional ski magazines in New England and the Rocky Mountain states.
- * Review mailings to daily and community news in Author David Babic's homes state of Vermont with Author tour

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