



PRESS RELEASE

RISE&FALL 2016 in Mayrhofen: A day of records

The 5th Edition of this extreme sport relay event was a ruthless battle of body and mind all over again and kept crowds on the edge of their seats.

Mayrhofen, 2016: Whether ski touring, paragliding, mountain biking, skiing or snowboarding - the legendary RISE&FALL in Mayrhofen was a top-class event again this year. 63 teams, nigh-on 1,500 enthusiastic spectators and a new track record ensured a celebratory atmosphere.

RISE&FALL: Uncompromising ascents and descents – “no mercy”, as we say. This insane Zillertal relay race is a merciless battle against the mountain, as well as one’s own body every year anew. The 5th edition of the legendary **RISE&FALL in Mayrhofen** once again demanded everything the athletes were able to give. The demanding conditions and selective extension of the route took the athletes to their absolute limits and sometimes even beyond. The highly acclaimed victory, with a new course record, went to the **Mountainshop Hörhager Team**, with local heroes, Patric Hörhager (paragliding) and Roman Rohmoser (skiing). Second and third places went to the **Gh Zimmereben & Brück’n Stadl** and **Intersport Peter Bad Tölz teams**. “This is an absolute sensation and a triumph for the whole team. What Patric Hörhager alone risked with his paraglider is simply insane. It is his third victory in the event’s fifth year. “What more could you want”, rejoiced anchor-leg man, Roman Rohmoser, after the prize-giving ceremony with his team colleagues. His aforementioned teammate, Patric Hörhager, provided some spectacular scenes. After a daring start manoeuvre, he just about scraped over the treetops with his paraglider. “It was tight, but it all worked out in the end. You have to take risks if you want to win. Fortunately, it went well”, grinned Hörhager.

Organiser and event initiator, **Christoph Ebenbichler**, was delighted with how the day panned out, with an injury-free and successful event. “No athletes were injured and nobody is missing. In this respect I am, of course, very happy. The athletes are extremely professional and deliver an incredible performance”. As far as Ebenbichler is concerned, the RISE&FALL event will continue to grow in coming years. “There is still untapped potential. We have the capacity to accept more participants. We could have put 100 teams together this year. However, safety is our priority”, says Ebenbichler. One thing is for sure; RISE&FALL will not be getting any easier in the coming years.



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430 metres in altitude difference at full throttle - uphill and downhill

RISE&FALL is a top class sporting relay event that combines speed, action and thrilling excitement of the highest standards and enables spectators to experience it all at first hand. The special feature of this format is that teams battle against each other at the same time on the mountain in four speed disciplines. Only those able to push themselves to their absolute limits and beyond have a realistic chance of taking their team to victory. The race takes them uphill and downhill, with each ascent and descent encompassing 430 metres in altitude difference. From the moment the starting pistol is fired, these extreme sportspersons have no alternative but to **push their powers to the limit**.

Adrenalin rush

The event starts at 13.00 hrs with the ski tourers, who have to cover the 1.7km distance from the end of the Ahorn valley run and 430 metres in altitude difference as fast as they possibly can to Gasthof Wiesenhof, where their team-mates are ready and waiting with **paragliders** to cover the same difference in altitude back down a pre-given flight path. After landing and a 400m sprint to the finish area, the relay baton is (metaphorically speaking) handed over to the **mountain bikers**. A 4.1 km challenging course leads them back up to the Wiesenhof. It is now all or nothing for the **skiers and snowboarders** in the final leg of the race. There is still a tricky obstacle course to contend with, however, between the finish line and salvation. There is no time to catch your breath - not even for spectators who, in addition to many ambitious amateur athletes, enjoy seeing many **world class athletes** in action at RISE&FALL. Founded by former ski-cross pro, Christoph Ebenbichler, together with Mayrhofen-Hippach Tourist Board and the Mayrhofner Bergbahnen Cable Car Co., this extraordinary event attracts some big names to the Zillertal Valley. With an unparalleled atmosphere, the purse of €10,000 is of secondary interest to the participants.

Fantastic entertainment, thanks to spectacular technology

In order for the spectators to experience the incredible performances by the amateur and pro athletes at RISE&FALL in unbeatable clarity, spectacular recordings are **screened live and direct to a giant screen at the event grounds**. Six HD and two slow-motion cameras, as well as helicopter recordings with a Cineflex camera from Red Bull guarantee breathtaking images of an unforgettable extreme sporting event.

The **entire results** can be found under: www.riseandfall.at



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