



PRESS RELEASE. 16th December 2017

RISE&FALL 2017 IN MAYRHOFEN: 2,000 SPECTATORS AND FANS REJOICED WITH THE WINNING TEAM, “MOUNTAINSHOP HÖRHAGER 1 POWERED BY TIROLA KOLA”

This year's RISE&FALL event was a merciless battle for top-class athletes all over again. The will to win, true to the event's motto of, “Four athletes, one team, no mercy” and the exuberant atmosphere in the change-over zone and finish area, inspired those taking part to deliver an incredible performance.

Mayrhofen, 2017: At the 6th successive year of the RISE&FALL extreme sport event, not only were 430 vertical meters covered by four skiers, paragliders, mountain bikers and skiers or snowboarders each. The 80 four-man teams with a total of 320 athletes from all over Europe battled relentlessly for victory and provided the spectators at the festival grounds with a top-class sporting event - either direct from the side-lines, or live on the video wall.

An adrenalin-fuelled ride

As the canon shot was fired at 13.00 hrs sharp by Mayrhofen “Schützen” Rifle Company, the ski mountaineers sprinted up the Ahorn valley ski run along the 1.3 km route to Gasthof Wiesenhof. Once there, they handed over to their team colleagues - the paragliders, who flew down a predetermined flight corridor towards the finish area and completed an arduous 400-metre sprint, before handing over to the mountain bikers. These were then presented with the task of pedalling up the 430 metres in altitude anew, over the 3.7 kilometre course up to Gasthof Wiesenhof, from where the final team of skiers or snowboarders hurtled back down to the piste to the finish line. A giant video wall allowed spectators and fans to witness every hand-over, the pain-contorted faces of the athletes, as well as their expressions of relief from the finish area at close hand.

RISE&FALL Winners 2017

Coveted victory finally went to team **Mountainshop Hörhager 1 powered by Tirola Kola** with (Philipp Götsch, Skitouring; Patric Hörhager, Paragliding; Jochen Käß, Mountainbike; Roman Rohmoser, Ski). Second and third places went to the teams **die praxis - professional** (Christian Hoffmann, Skitouring; Roland Eberl, Paragliding; Daniel Geismayr, Mountainbike; Johann Brolenius, Ski) and **Gh. Zimmereben & Brück'nstadl 1** (Alex Brandner, Skitouring; Martin Gasser, Paragliding; Markus Kaufmann, Mountainbike; Hansjörg Spitaler, Ski). Organizer and RISE&FALL creator, Christoph Ebenbichler, was overjoyed with the incredible success of this year's event. Working in conjunction with Mayrhofen-Hippach Tourist Board and the Mayrhofner Bergbahnen Cable Car Co., this extraordinary event was launched 5 years ago. Within this short time, RISE&FALL has made an incredible name for itself both regionally and nationwide, and is already a firm date in the calendar of many top class athletes.





The entire list of results, as well as texts and images are available to download from www.riseandfall.at.

Further press information:

Mayrhofen-Hippach Tourist Board
Elisabeth Frontull, BA
Durstnerstraße 225

A-6290 Mayrhofen

T: 0043 (0) 5285/6760-618

F: 0043 (0) 5285/6760-33

elisabeth.frontull@mayrhofen.at

www.mayrhofen.at

Mayrhofner Bergbahnen Cable Car Company

Patricia Kröll

Ahornstraße 853

A-6290 Mayrhofen

T: 0043 (0) 5285/62277-118

F: 0043 (0) 5285/62277-161

patricia.kroell@mayrhofner-bergbahnen.com

www.mayrhofner-bergbahnen.com





FACTS RISE&FALL 2017

RISE&FALL Saturday, 16.12.2017
Start of the race: 13.00 hrs
Start and finish line: Base terminal of the Ahornbahn cable car in Mayrhofen

Disciplines Ski tourer (1.3 km, 430 metres in altitude)
Paraglider (downhill flight route, 3.2 km, 430 metres in altitude)
Mountain biker (3.7 km, 430 metres in altitude)
Skier/Snowboarder (Downhill run of 1.3 km, 430 metres in altitude)

Rankings

1st Place **Mountainshop Hörhager 1 powered by Tirola Kola**, time in total: 39:19,0
Philipp Götsch, Skitouring
Patric Hörhager, Paragliding
Jochen Käß, Mountainbike
Roman Rohrmoser, Ski

2nd Place **die praxis - professional**, time in total: 39:26,2
Christian Hoffmann, Skitouring
Roland Eberl, Paragliding
Daniel Geismayr, Mountainbike
Johann Brolenius, Ski

3rd Place **Gh. Zimmereben & Brück'nstadl 1**, time in total: 40:41,6
Alex Brandner, Skitouring
Martin Gasser, Paragliding
Markus Kaufmann, Mountainbike
Hansjörg Spitaler, Ski

Webseite www.riseandfall.at

