



PRESS RELEASE



POWDER WHITE PARTNERS WITH SKI PERFORMANCE COACH WARREN SMITH

Professional free skier and
Ski Coach Smith joins
Powder White as Skills Editor

Exclusive course created to
mark partnership



For further information and images
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Leading ski operator, Powder White, has announced an exclusive partnership with one of Europe's most renowned ski coaches, Warren Smith of the Warren Smith Ski Academy.

Smith joins Powder White as 'Skills Editor' providing Powder White guests and website visitors with exclusive tips to enhance their performance on the slopes.

Through the partnership, a special package with Warren Smith has been created exclusively with Powder White.

To mark its ongoing operation in the Swiss resort of Verbier, Powder White is offering a week in a fully catered chalet with five days tuition from Warren Smith, from just £778.

Through one-on-one tuition, guests will be able to enhance their technique and eliminate bad habits, whilst enjoying one of Europe's legendary winter resorts, known for its outstanding skiing and cosmopolitan lifestyle.

New Swiss working laws have seen most UK operators pull out of Swiss ski resorts but Powder White – whose very first chalet was in Verbier – will remain in the resort. A programme of eight chalets sleeping between 6-12 guests and a hand-picked selection of hotels offer guests a great range of options in the top Four Valleys ski resort of Verbier.

"Warren and his team have coached everyone from recreational skiers to Team GB members, even pop stars and international rugby players – so we're thrilled to be able to offer his services to Powder White guests", said Powder White co-founder Fraser Ewart-White. "This great value package is the perfect way to

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improve technique with one of the best in the business.”

“Powder White is one of the leading ski operators in Verbier and many of the skiers we coach already stay in their chalets”, added Warren Smith. “So for us, Powder White are a great match and we’re looking forward to building guests’ skills and confidence on the mountain through our programme”.

This package, from £778 per person, is available for limited weeks during the 2014 / 2015 season. Price includes fully catered accommodation in a Powder White chalet and five days tuition from Warren Smith. Price is exclusive of flights and transfers but Powder White can arrange, along with ski hire, lift passes and extras, on request.

FOR MORE INFORMATION VISIT:

For reservations visit Powder White www.powderwhite.com or call 020 8877 8888.

About Powder White

Run by ski industry veterans Fraser Ewart-White and Claire Freeland, Powder White began life over a rosé fuelled evening in 2003 to become a ski company with a mission – to unpackage the package and bring the fun and flexibility back to the booking experience. The bespoke chalet, hotel and apartment holiday service offers both UK and international travellers a value tailor-made approach, with industry leading features including an online ‘Manage my booking’ option and flexible chalet catering designed to give customers complete control over their ski holiday. Specialising in the French, Austrian and Swiss Alps, the Powder White team pride themselves on offering unparalleled expertise and local knowledge. <http://www.powderwhite.com/>

About Warren Smith

Warren is one of Britain’s leading professional free skiers and an Internationally Qualified Performance Coach and Instructor. He has spent many years teaching recreational skiers, developing ski instructors and coaching athletes all over Europe. The Warren Smith Ski Academy brings together some of the sport’s top professionals to create a unique coaching team that actually guarantees ski technique solutions. This is achieved by evolving traditional methods of ski coaching and adding two additional layers; ski biomechanics and ski physiology. This combination of ski technique, ski biomechanics and ski physiology is rapidly becoming known as the new wave in ski coaching and is the only way to ensure 100% results. <http://www.warrensmith-skiacademy.com/>