



**PRESS RELEASE**



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# **Dolomiti Superski and SHRED.**

## **Exclusive Three-Year Partnership Announced**

***Park City, Utah and Ortisei, Italy — [June 19, 2024] — Dolomiti Superski, the world's biggest and most prestigious ski destination, and SHRED., the pioneering brand known for its innovative eyewear and protection gear, are thrilled to announce their exclusive three-year partnership. This collaboration aims to elevate the skiing, snowboarding, and mountain biking experience for enthusiasts across Europe and the United States, bringing together the best of both worlds in adventure, performance, quality, and experience.***

Catering to the most demanding outdoor fans from around the globe, Dolomiti Superski and SHRED. are dedicated to providing the ultimate mountain experience. These enthusiasts seek the highest quality, innovation, and service to maximize their time and fun on and off the slopes. Through this partnership, Dolomiti Superski and SHRED. will leverage their respective strengths to promote each other's offerings, creating a synergy that enhances visibility and market reach.

"SHRED.'s partnership with Dolomiti Superski is a significant milestone for us," says **Ted Ligety**, Co-founder and Chief Brand Officer of SHRED. and **2x Olympic Gold Medalist, 5x World**

**Champion.** "Collaborating with such a prestigious name in outdoor sports recreation and hospitality allows us to bring our groundbreaking technologies to more of their very demanding audience, ensuring that many more skiers, snowboarders, and mountain bikers across the globe can enjoy performing at their best, no matter the conditions."

**Andy Varallo**, Chairman of **Dolomiti Superski**, comments, "Dolomiti Superski and SHRED. are very similar. On the one hand, both entities operate on the four seasons, offering products and services dedicated to those who love to experience sports in contact with nature throughout the year. In fact, Dolomiti Superski in summer becomes Dolomiti Supersummer. On the other hand, both Dolomiti Superski/Dolomiti Supersummer and SHRED. target an audience with identical interests: skiers, snowboarders, freestylers and mountain bikers. The partnership between us is an almost natural occurrence that offers great synergistic possibilities with benefits for both our companies and especially for our common users."

**Marco Pappalardo**, Marketing Director for **Dolomiti Superski**, adds, "Partnering with SHRED. aligns perfectly with our mission to provide the best experience for our guests at the highest possible quality. In choosing SHRED., we found the best fitting partner for our motto 'We care.' Sharing with our guests their eyewear, helmets, and body protection technology perfectly aligns with the ultimate goal of both companies: respect the environment through the love for performance in order to boost the customer's fun and overall experience on and off the slopes."

**Carlo Salmini**, Co-founder, **CEO**, and Materials Engineer, further adds, "We are thrilled to share our innovations with Dolomiti Superski's consumers, enhancing their experience not only on skis and snowboards but also on mountain bikes, in the magical setting of some of the most beautiful mountains and best trails in the world."

The partnership will highlight Dolomiti Superski's breathtaking scenery, services, quality and experience as well as SHRED.'s Contrast Boosting Lens™ 2.0 technology, developed in collaboration with the MIT Sports Lab, which enhances vision clarity in all light conditions, and Slytech™ Shock Absorption, offering unparalleled comfort and protection for all MTB riding styles.

The partnership will also feature joint content creation, events, and other promotional activities. Organizing events and activities will engage customers, promoting both brands and enhancing the overall experience.

In addition to enhancing customer experiences, the partnership is committed to educational and sustainable initiatives such as protection workshops, emphasizing the importance of using helmets and protective gear, and joint programs to promote responsible environmental practices.

### **About Dolomiti Superski:**

Dolomiti Superski is one of the world's largest holiday destinations and encompasses the valleys of the Dolomite area in the provinces of Bolzano, Trento and Belluno. Founded in 1974, it brings together the 12 ski areas of Cortina d'Ampezzo, Plan de Corones, Alta Badia, Val Gardena/Alpe di Siusi, Val di Fassa/Carezza, Arabba/Marmolada, 3 Cime, Val di Fiemme/Obereggen, San Martino di Castrozza/Passo Rolle, Rio Pusteria-Bressanone, Alpe Lusia/San Pellegrino and Civetta. In winter, the Dolomiti Superski system offers 1,200 km of

slopes, more than half of which are connected "skis-on" and enjoyable in their entirety with a single ski pass. In summer and autumn, Dolomiti Superski becomes Dolomiti Supersummer, with its two macro-areas of offerings "Dolomiti Hike Galaxy" (dedicated to those who like to explore the Dolomites on foot) and the "Dolomiti Bike Galaxy" (which brings together the entire offer dedicated to mountain bikers). In the warmer seasons 140 open lifts are in operation to discover, on foot or by MTB, the UNESCO World Heritage Dolomites.

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### **About SHRED.:**

SHRED. is an independent brand committed to empowering skiers, snowboarders, and mountain bikers with products that enhance their performance and fun. Co-founded in 2006 by Olympic gold medalist Ted Ligety and materials engineer Carlo Salmini, SHRED. has been at the forefront of innovation in eyewear and protective gear, redefining the intersection of safety and style. From the game-changing Contrast Boosting Lens™ 2.0 to pioneering protective equipment, SHRED. enables athletes to push their limits and expand their horizons. To explore the SHRED. difference and join the revolution, visit [SHREDOptics.com](http://SHREDOptics.com).

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Dolomiti Superski x SHRED. Images >> [LINK TO DOWNLOAD](#)

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