

## 2009 Wengen DH Champion Didier Defago signs up to the 2009 Verbier High Five by Carlsberg

Didier Défago, winner of last weekend's Men's Downhill has signed up for the High Five in Verbier, Switzerland.

The 10<sup>th</sup> edition of the Verbier High Five by Carlsberg will be held in Switzerland on 4 April 2009. It will star some of the worlds' top pro-skiers and snowboarders who will come to Verbier to celebrate the end of a long, hard season. Here they can enjoy a combination of serious and light-hearted racing and partying with members of the public and the media.

The High Five competition is open to anyone over 18 years old and can contest a maximum of 300 participants. Every entrant has the chance to compete against these legendary skiers and snowboarders across five disciplines which combine alpine and snowboarding techniques, giant slalom, boarder and skier cross, speed skiing, the fun and challenging Carlsberg "triathlon" and a "finals" parallel slalom.

Skiers of past and present who have joined us over the last 9 years include: Hermann Maier, Kalle Palander, Didier Cuche, Aksel Lund Svindal, Pirmin Zurbriggen, Lindsey Vonn-Kildow, Julia Mancuso, Michaela Dorfmeister and Chemmy Alcott.

"This year's 10<sup>th</sup> edition will mark the great success of the Carlsberg High Five in having created a unique and passionate event where both recreational and professional skiers can come together in the legendary Carlsberg after-ski environment. This truly is a unique chance to share great moments together with great athletes", Keld Strudahl International Sponsorship Director Carlsberg said.

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Carlsberg Group is one of the leading brewery groups in the world, with a large portfolio of beer and soft drinks brands. Its flagship brand – Carlsberg – is one of the fastest-growing and best-known beer brands in the world. More than 40,000 people work for Carlsberg Group, and its products are sold in more than 150 markets. In 2007 Carlsberg Group sold more than 115 million hectolitres of beer, which is about 95 million bottles of beer a day. Find out more at [www.carlsberggroup.com](http://www.carlsberggroup.com).