

Chamonix Mont-Blanc 28th May 2018

Chamonix brands fly the flag for Made in France at CHAMFEST, the new family festival in Chamonix Mont-Blanc on 15th, 16th & 17th June 2018.

Cool as ice Chamonix ski brand **Black Crows** will be giving CHAMFEST goers the chance to win a pair of their iconic **Corvus skis** or a **Corpus Gore-Tex® jacket**, by composing a catchy new tagline when visiting their stand in the festival village, where local brands will be celebrating wares conceived and created in and around Chamonix Mont-Blanc on all three days of this new boutique lifestyle festival.

Black Crows is the directional ski brand, born in Chamonix, the brain-child of famed freeride skiers **Camille Jaccoux** and **Bruno Compagnet**. The brand renowned for its edgy marketing and hip graphics, particularly the recognisable chevrons in their logo, is inviting CHAMFEST goers the opportunity to come up with a new motto for either **Corvus** or **Corpus** and, if chosen, the mottos will be printed on the **Corvus skis** and in the **Corpus jacket** for their 2018/2019 season models, which will be then awarded as prizes to the tagline composers. The **Corvus ski** is a **Black Crows** classic: the first ski created by the Chamonix brand in 2006, designed for powerful riding of the big mountain Mont-Blanc terrain and the motto is printed underfoot along the core rails. The **Corpus jacket** is a fully waterproof outerwear garment, developed in partnership with Gore-Tex®, as part of a 3-layer technical ski clothing system. **Corpus** is a mid-length jacket cut to a parka shape with a fishtail, designed to keep you dry while skiing, as well as looking cool at après - the motto is printed on its lining.

Black Crows co-founder **Camille Jaccoux** talks about CHAMFEST wearing **Corpus** and holding a pair of **Corvus skis**:

https://www.youtube.com/watch?time_continue=2&v=4HMWMBzwLpc

The CHAMFEST main **Bar** will be run by **CHX Distillers**, serving craft beers from **Man and Wolf Beer**, a brand based in the nearby Tarentaise, and local Chamonix micro-brewery the **Big Mountain Brewery Company**, as well as prosecco, wines and soft drinks. **CHX Distillers** will be launching their own artisan spirit **Altitude Gin** at CHAMFEST, a brand new Alpine Dry Gin blended with mountain botanicals. The recipe for **Altitude Gin** was born in Chamonix, inspired by the founders' experience of climbing Mont-Blanc, so the concept and flavour have a true twist of adventure and exploration. There are two unique blends that use local wheat, native *myrtilles* (blueberries) and other secret mountain ingredients, resulting in a smooth, balanced and refreshing gin, infused with fruit flavours from Alpine mountains. **CHX Distillers** will also be hosting the CHAMFEST VIP Bar.

Chamonix bookseller and stationer **Librarie Landru** will have a pop-up book store in the CHAMFEST village with a special festival selection from their wide range of books, newspapers, magazines, stationery, maps, DVDs and posters, and some of the titles from **Landru**'s mountain collections being presented in the CHAMFEST literary talks programme. There will also be kids' and DIY books, as well as books covering alpinism, well-being, botany and travel. At 4PM on **Saturday 16th June** at the **Librarie Landru** stand, there will be a signing of *Chamonix Mont-Blanc*, a photography book by **Quentin Iglésis**, published by JM Editions.

Quentin Iglésis, a young Chamoniard photographer, has compiled the beautiful *Chamonix Mont-Blanc* book from images of his friends' exploits - often at the cutting edge of outdoor sports - around the Massif du Mont-Blanc, in the ever-changing unique mountain light. His fresh eye brings a new perspective to a region and subject field that has been intensively photographed by so many illustrious predecessors. *Chamonix Mont-Blanc*, published by JM Editions, is his first book.

On **Sunday 17th June** CHAMFEST goers can bring their dogs and pooches can be bought a festival treat from the **Cham'Dog** stall in the festival village, that day. **Cham'Dog** has been grooming Chamoniard dogs since 1992 and stocks everything for canine pets, from food, leads, beds and carry packs, to garments and toys.

Temporary tattoos that will last the duration of the festival are available from **Fashiontattoo** in the village on all 3 days of CHAMFEST. Virginie makes temporary tattoos using stencils, brushes and cosmetic glitter in different colours or matte black. The tattoos are waterproof, hypoallergenic, gentle on the skin and last between 5 and 7 days: prices from 5€.

All three days of CHAMFEST will see artist and climber **Andy Parkin**, who made Chamonix his home 25 years ago, hosting interactive art workshops in painting with children in the festival village. Andy works regularly with children, at his studio and gallery La Pharmacie des Artistes in Argentière, to help them develop their artistic talents, which he also does in Nepal, as part of Community Action Nepal. Andy brings back from Nepal art works by pupils of the Bahrabise school which he displays and sells in La Pharmacie.

Another artist with a stall in the village is Italian caricature artist **Jacopo**, who will be capturing the spirit of the festival in cartoons and available on all three days for an instant commission of a caricature souvenir.

Local lifestyle publisher **LifeMaker** will present their family travel guides covering the Rhône-Alpes and Romandy (Swiss French) regions, with games and discovery information, from their stand in the CHAMFEST village.

Chamonix-Sud's yoga centre **Sattva Yoga** will have a stall in the CHAMFEST village throughout the festival, presenting Ayurveda therapies and advice, as well as different yoga practices and their benefits. Originally from India, Ayurveda is considered to be the oldest healing science that creates a transformative process to bring more peace, happiness and balance into our lives. There will also be yoga and Ayurveda products available for purchase.

AirBeeSeed encourages consumption that provides environmental solutions and will be collecting cigarette butts for recycling throughout CHAMFEST. **Manu** from **AirBeeSeed** will discuss the work of his organisation, which promotes environmental solutions to some of the problems that can come out of consumerism, in a talk on **Sunday 17th June**. Throughout CHAMFEST **AirBeeSeed** will have a stand in the festival village, where you can find out more about the **Keep Chamonix Clean** recycling programme for cigarette butts.

In the CHAMFEST village for all three days of this environmentally friendly festival, will be **EcoInstall** who are passionate about helping their clients reduce emissions and increase the efficiency of their fireplaces and stoves. **EcoInstall** offers a wide range of solutions from particulate filters, efficient wood stoves and fireplace inserts, to gas fireplaces and pellet stoves. They can also provide the latest information on best practices in using wood fuel as a clean sustainable means of heating energy, as well as demonstrations of their eco-pellet BBQ that creates no emissions and will have **ChamSawsages'** sizzling snags to snap up.

Also in the CHAMFEST village throughout the festival will be **Sport Spirit Cycles**, the Les Houches specialist cycle shop that stocks a wide range of electric bikes, alongside non-electric cycles. Owner **Fréd Helluin** has been interested in electric bikes as an alternative to cars since 2006 and now has a partnership with French brand **Moustache** who offer good quality bikes, both road and mountain, with reliable batteries which are pleasant and efficient to ride, which will be available to try from his stand.

For the comfort of all festival goers, **Terra Mater** will install biodegradable dry waste toilets throughout the CHAMFEST site. Their composting system guarantees unlimited use without any odours, whatever the outside temperature or exposure, and **Terra Mater** will have an information stall in the village.

CHAMFEST football fans keen to watch the **2018 FIFA World Cup** are fully catered to throughout the festival at the **Les Planards Restaurant Bar**, right by the festival main entrance. The World Cup kicks off on 14th June and there will be first round match screenings in the bar on every afternoon of CHAMFEST.

There are a number of special offers for all the family available from the CHAMFEST village:

- CHAMFEST is located in the **Les Planards** recreation park near the centre of Chamonix Mont-Blanc, where you can ride the **summer luge on rails** and festival goers get a second luge descent free with every luge ticket bought, upon showing their CHAMFEST ticket or wristband. Children can ride the luge from 3 years old, with 3 to 7 year olds accompanied by an adult.
- The Chamonix adventure tree **AccroPark** is across town in Les Gaillands and CHAMFEST ticket holders get a half-priced second entry when they buy one entry ticket showing their CHAMFEST ticket or wristband. This offer is valid until 1st July 2018.
- Get some altitude and fly like a bird on a **tandem parapente flight** with **ChamSnow**: CHAMFEST discount, available on a flight taken from Brévent-Planpraz between 15th June to 1st July 2018: 1hr for 100€ instead of 110€, by showing your CHAMFEST ticket or wristband on booking.

CHAMFEST is an environmentally conscious and eco-friendly festival: all catering suppliers will use biodegradable or recyclable packaging for all food consumed on site and all drinks partners will be supplying reusable cups, to minimise the waste the event produces. CHAMFEST is also a family friendly festival that is considerate of its neighbours, thus the festival will close at 10PM every evening to ensure there is no disturbance.

Local tour operator Chamonix All Year, celebrating their 15th anniversary and the main sponsor of CHAMFEST, is offering a 15% discount on all of their accommodation booked in Chamonix for the festival and there are other hotel groups in the Chamonix valley offering 10% off bookings for the festival, too: <https://chamfest.fr/en/festival-info/accommodation/>, as well as further accommodation information available on the local tourist office website: www.chamonix.com. For festival travel packages and airport transfers, CHAMFEST partner Chamonix Valley Transfers (CVT) are giving 10% off all bookings for festival goers: <https://chamfest.fr/en/festival-info/travel/>.

For more information: www.chamfest.fr www.facebook.com/CHAMFEST

<https://chamfest.fr/en/book-tickets/>

<https://www.youtube.com/channel/UCoALjL3WJvXwFtBa4k8ksmg>

For further press information or interview requests, please contact:

Belinda Buckley: +33624774788, belinda.buckley@lineone.net

www.belindabuckley.com