Skiers vs. Boarders: One Plank or Two? Katie Summerhayes and Jamie Nicholls Battle It Out!

Monday 16 November, 2015

Ski and snowboard holiday specialist Neilson is stoking the age-old rivalry between skiers and snowboarders in an attempt to decide once and for all who is better, cooler and more skilled.

To help settle the debate, Neilson has teamed up with Team GB Olympians Katie Summerhayes and Jamie Nicholls to create 'Skiers vs Boarders', a short film encouraging winter sports enthusiasts to take sides and support their tribe.

Skiers vs Boarders sees Jamie and Katie quizzed on what gives their sport the edge. From slope-fashion to who can pull off the best tricks there were no holds barred as Katie Summerhayes, Team GB freestyle skier explains: *"I've known Jamie for years so it was great fun to spend the day telling him why skiers are better than boarders. Skiers will always come out on top because skiing just looks better when you get it right. When skiers land backwards properly it's way more impressive than anything a boarder can do. We can go faster, jump higher and make sharper turns than boarders. Also, snowboarders are really lazy, they end up sitting down all the time on the slopes!"*

Jamie Nicholls, Team GB Snowboarder, couldn't disagree more: *"Katie may think skiers have the edge but she's completely wrong, snowboarders have far more style on jumps and rails and when they fall to the floor they don't explode into a million pieces and cry about it like skiers do. Skiers also cut the piste up and trample all over your board in lift lines, not to mention their massively oversized clothing! Snowboarding is just way cooler."*

Skiers vs Boarders is featured on Neilson's website at:www.neilson.co.uk/ski/ski-vs-snowboard alongside a series of skills videos narrated by Jamie and Katie, aimed at intermediate to advanced skiers and boarders.

Even Neilson's own Mountain Experts have taken sides in the debate. A new service for its 2015/16 Mountain Collection programme, the Mountain Experts are fully qualified ski and snowboard instructors offering Neilson guests coaching on how to improve their technique. In the first inclusive service of its kind they will also offer free guiding around the ski area including tips on where to find the best snow and the best runs, whilst exploring pistes off the beaten track, pointing out the best places to eat on the mountain and getting ahead of the lift queues.

Andy Furlong, Sales and Marketing Director at Neilson adds: *"We know that there is universal recognition and enthusiasm for the 'skiers vs boarders' debate so we brought Jamie and Katie on board because not only are they extremely talented Olympians but because they know their sports inside out and can lead the conversation in a light-hearted and playfully competitive way. The aim, in conjunction with our new Mountain Experts service, is to help people progress their winter sports ability and even inspire them to try their hand at a 'rival' activity. And, if you have to ask, I'm team board!"*

Add your voice to the debate between the two tribes atwww.neilson.co.uk/ski/ski-vs-snowboard

For further information on Neilson please visitwww.neilson.co.uk or call 0333 014 3350.

-Ends-

Media enquiries: For further information please contact Stephen Baker (stephen@propellernet.co.uk | 01273 760988) or Stephanie Sheehan (stephanie@propellernet.co.uk | 01273 763634)

Notes to Editors: Neilson is the leading independent activity holiday company in the UK and is synonymous with great service and excellent holidays. After 39 years of operation, Neilson is committed to providing the best choice of resorts and highest quality service.

The Neilson Mountain Collection for the 2015/2016 season includes hotels and chalets across Europe run by Neilson, exclusively for Neilson guests with new resorts in France, Austria and Italy. These additions bring the number of properties exclusive to Neilson guests within the Mountain Collection up to 24, made up of seven hotels and 17 chalets across Andorra, France, Austria and Italy.

Related Sectors:

Sport ::

Scan Me:

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk