

Media Release: Feed the Rat launches Snow Kiting in Australia

"I've ridden down hills, fallen off cliffs and swum with the sharks but all I want now is the freedom to rip with my board and kite...."

There is no doubt that snow kiting is the most dynamic and exciting winter sport ever! You can jump further and higher than you ever imagined possible and land smoothly!

The backcountry potential is endless, as well as new dedicated areas in Australia, covering kilometres over untracked powder in no time at all.

The sensation of going up hill with the kite is wild and opens up even more terrain. Add speed to the equation and this sport has got it all!!!

All you need is snow and a power kite and you can turn a cold winter's day into a blistering, adrenaline soaked experience. Speeds of over 70 kph have been recorded as snow kite riders blast themselves along with just the power of the wind.

The 'Big Air' jumps that boarders and skiers are pulling under the power and security of power kites are simply breath taking.

Snowkiting is becoming increasingly popular in places often associated with skiing and snowboarding, such as Switzerland, Austria, France and the US and now Australians will be able to learn the skill of snow kiting with Feed The Rat school located at Mt Hotham.

It is easy to stand on snow which makes the whole process easier compared to water. This means it is easy to get to grips the kite and the techniques required to ride. It also means you can stop anywhere without sinking!!!

Snow kiting takes a lot less wind to drive a board across snow than it does across water.

With the snow kite the whole learning experience is lot less daunting as you need much less power and wind to get you moving, check out more on www.feedtherat.com and then contact XXXXX at Mt Hotham booking centre for more details.

FTR tagline: GET OFF ON WHAT YOU'RE INTO

FTR "philosophy":

Feed The Rat is to feed a craving

An addiction to action and adrenalin

To hunger for **heightened sensation and **total** focus**

To find

Quiet within Fury

Calm within fear

Stillness within speed

and in those moments

nothing else matters.