

> Press release



Malmö, 28th January, 2013

“Go Epic with Thule” award ceremony with the Thule Crew tonight at ISPO 2014, Munich

Kite surfer, Matthew Elsasser, from the United States, has been named the winner of Thule’s video competition “Go Epic with Thule” and will be celebrated at this year’s ISPO fair in Munich. The award ceremony is led by Thule Crew members Garret McNamara, Matthias Giraud and Flo Orley, at the Snow, Ice and Rock summit stage in hall A6 at 18:00 CET, followed by food and drinks in Thule’s booth in Hall A4, stand 212.

Matthew Elsasser will be celebrated as winner at this year’s ISPO fair in Munich. Matthew who on December 17 we announced the winner of Thule’s film competition “Go Epic with Thule” with his moving film and story where he shows his true passion for kite surfing and an active life.

The award ceremony will be led by Thule Crew big wave surfer Garret McNamara together with big mountain skier, ski B.A.S.E jumper Matthias Giraud and professional snowboarder Flo Orley. The award ceremony will be held at the Snow, Ice and Rock summit stage at ISPO, in hall A6 at 18:00 CET, followed by some food and drinks in Thule’s booth in hall A4.

As winner of “Go Epic with Thule” Matthew Elsasser will get the adventure trip of his life. Matthew will act sidekick to Thule Crew members big wave surfer Garrett McNamara and professional kite surfer Niccolo Porcella in a new video.

Throughout the competition, the Thule Crew – the Thule team of adventurers and ambassadors – have been looking for action sports talents who love tough challenges and great adventures to co-star in their next video. “Go Epic with Thule” became the chance for any action sport lover to become that sidekick they have always dreamt of. The Thule Crew members have actively been participating in the competition; as part of the jury as well as sharing their own material.

Watch Matthews winning video on www.epicthule.com.

For more information, please contact:

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For more information on Thule, visit: www.thule.com

For high resolution images and further information, please visit, the Thule Group press room:
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About Thule

The Thule brand was established already in 1942. Under the motto *Bring your life*, Thule globally offer a wide range of premium products that enable active people to bring their luggage, equipment and their kids with them in a safe, simple and elegant way. Thule offers include roof racks, bike carriers, roof boxes, boat / horse trailers, computer / camera / sports duffle bags and children products like child bike seats and multifunctional strollers. The products are in more than 125 markets all over the world.

Thule is the largest brand in the Thule Group.

Read more at www.thule.com

About the Thule Crew

Thule Crew was initiated in 2013. Following Thule's mission *Spend more time outdoors* the members of Thule Crew are chosen to inspire us to live a more active life. And displays of passion and a dedication to the outdoors are all intricate parts of being a member. With a caring attitude towards man and nature, all Thule Crew members are committed and active role models within their disciplines.

Learn more at www.thule.com/thulecrew