



**The DNA IF3 International Freeski Film Festival, presented by Salomon and Bula, is back for its second year to gather the international crew of freeskiing's top filmmakers and athletes in Montreal.**

(Montreal, Quebec) – July 24th, 2008. The DNA IF3 International Freeski Film Festival presented by Salomon and Bula is pleased to present the second edition of the DNA IF3, September 11-15, 2008 in Montreal, Quebec. Freeskiing is one of the fastest growing and most skillful snow disciplines today, and has quickly developed an impressive community of dedicated filmmakers working to chronicle the sport's evolution and talent through film. The DNA IF3 will feature the world premieres of twelve of the top professional, and five amateur freeski films, drawing athletes and adrenaline addicts from all over the world. The film showcase and its surrounding events will take place all weekend at Cinema Imperial, Centre Sandra & Leo Kolber Salle Lucie et André Chagnon, in Montreal. Scheduling, festival information and tickets can be found at [www.IF3.ca](http://www.IF3.ca)

"For the second year, we are incredibly honored to partner with our sponsors to bring the entire world of freeskiing together for three days to give the community a chance to see the talent that our community has been fostering over the last few years," says IF3 President and co-founder Felix Rioux. No doubt

festival highlights will include appearances by some of freeskiing's top riders including Tanner Hall, Simon Dumont, JF Cusson, Sammy Carlson, JP Auclair, Charles Gagnier, Chris Benchetler, Sean Petit, Mike Douglas, and many other pros. The DNA IF3 is supported by DNA, Salomon, Bula, Newschoolers.com, Boreale Beer, Red Bull, Liberty Ski, K2, Orage, Moment Ski, Atomic, Fisher, Swix, Peak Performance, Dakine, Hilton Montreal, Skyy Vodka, Appleton rum, Dose.ca, Freeskier, SBC Skier, 33mag.com, Musique Plus and Crux magazine.

"Last year's IF3 set an exciting precedent for the future of freeski," said JF DuRocher, Bula's Director of Marketing and IF3 co-founder. "We're confident this year's festival will overcome people's expectations and we'll make sure to maintain the prestige of been 'the Cannes Film Festival' of Freeskiing".

In addition to the loaded film schedule, the DNA IF3's activities will include daily autograph signing sessions, the launch party on Thursday night with the **Salomon 10 years of 1080 party**, Friday night's **Tanner Hall Massive Reggae party featuring Cali-P**, Saturday night's **Newschoolers Awards with DJ Set of Ghislain Poirier** (Ninja Tune), with activities ending with Monday's **JF Cusson Golf Invitational**.

## **The DNA IF3 Official Professional Feature Film Schedule Includes:**

### **Nimbus Independent - Hunting Yeti (USA)**

What is it about skiing? The Nimbus Independent crew tries to answer that question with the new release, "HUNTING YETI." This film showcases skiing that is more fun and enjoyable for everyone, more about fluidity and style than amplitude or quantity of rotations, it breaks from the norm of pro athletes hitting jump after jump with a couple contrived lifestyle segments, to producing a project that communicates what ski culture is and the community it creates. "HUNTING YETI" searches for the piece of mind and serenity that being in nature, the mountains and with your friends provides from the crazy, fast paced world. Follow the Nimbus Crew on their season long road trip, riding with like minded skiers and snowboarders, whether sponsored or not. From never ending pillow lines to epic sled missions in the backcountry, witness what it takes to

make it happen. Not just the high fives and big smiles, but also relentless traveling, flat tires, broken sleds, fast food, early mornings and injuries.

### **Poor Boyz Production - Reasons (USA)**

This season Poor Boyz aims to shed some light on why our athletes do what they do. For 14 years we've given the ski world the most progressive riders to date with the most pristine locations. Behind every shot lies a story. "Reasons" will focus on why our crew makes the choice they do, and why those decisions are made.

Poor Boyz Productions of Redondo Beach, California is the creation of Johnny Decesare. Once a former professional mogul skier and a current avid surfer. Johnny left the competitive ranks to devote his life to capturing the mind blowing imagery and progression of professional skiing. Spending the year all around the worlds best Windsurfing and Skiing Destinations, allows Johnny and the Poor Boyz Production Crew to surround themselves with the worlds finest athletes on the Snow and in the water. Being positioned in Redondo Beach puts Johnny and the Poor Boyz crew right next to Hollywood allowing them to work with some of the best Cinematographers, film-editors, bands and photographers in the industry.

### **Rage Films - Such is Life (USA)**

It takes the Earth 24 hours to rotate around its axis, 7 rotations in a week, and 365 spins to make a ski film. The making of a ski film is not a hobby for us, but a way of life. Our talented group of athletes train year round, work odd jobs, and dream throughout the off season of what the upcoming season will bring. The filming season begins at the first sighting of snowflakes in November and comes to conclusion with the summer heat waves mid June. In 2008, Rage Films witnessed an unbelievable year that was unsurpassed by others as Rage won award after award, including Best Core Film at X-Dance and Best Film at IF3. Epic amounts of snow yielded huge jumps, gnarly lines and exploratory trips around the world. Athletes threw tricks they have never done before, break through performances were caught on film, and some just learned how to travel with dependents (even if it was a ferret), but most importantly, the ante was upped for progressive skiing and cinematography. This is a reflection on the dedication, perseverance, loyalty, and excitement the crew works for all year. Such is our lives. Such is life.

Rage Films ([www.ragefilms.com](http://www.ragefilms.com)) based in Bend, Oregon is a producer of action

sports videos with an exciting catalog of award winning films including Enjoy, Corduroy, Booter Crunk and their 2008 releases Such is Life and Down Days. Rage Films works with the world's elite action sports athletes filming in some of the most exotic locations on the planet. Their films are distributed worldwide and are supported by an extensive film premiere tour. Rage is deeply embedded within the Generation Y and action sports cultures and portray those lifestyles through their films.

### **Theory 3 - The Journal (Canada)**

Poor Boyz Productions, with Theory-3 Media and Jeff Thomas present JOURNAL, a visual chronicle of the 2008 winter season. Theory-3's JOURNAL – the blueprint of our season - follows Theory-3's different crews and how they react to day-to-day filming, travel, weather, and the many disciplines within skiing. Trips, locations, timelines and our unique mix of athletes make up this blueprint.

### **Ride The Planets - Up in Snow (France)**

Ride the Planets was the name of a versatile team of amateur and pro athletes in 1999, men and women who all shared the same passion for gliding sports. Ride the Planets brought them together with one strong tie: the desire to ride all the elements of the planet. In base jump, kitesurf, longboard, sandboard, wakeboard, surf, snowboard, ski, rollerblading... RTP travels to the most amazing spots on the planet. From the trips around the world, intense experiences shared with people from many cultures, a way of life came about with a unique and authentic spirit.

### **Tanner Hall/Red Bull - Massive (USA)**

Tanner Hall and The Massive crew are on the shred mission. Follow the action from the super-pipe at Copper Mountain to the powder of Retallack BC. From the urban assault on Salt Lake City to the brutal heat wave in St Anton Austria. From the heavy slo-roast in Pemberton BC to the bluebird crushfest in Haines Alaska. And bring it all home with an end of the year jam at Mt Hood Oregon. Tanner Hall, Sean and Callum Pettit, Ian McIntosh, Dana Flahr, Sammy Carlson, Ian and Neal Provo, Sean Field, Frank Raymond, Tom Burt and Karl the Gnarl. This is The Massive.

## **Field Productions - Get Lucky (Norway)**

The Norwegian ski movie company Field Productions brings you "Get Lucky". A movie that includes every aspect in modern extreme skiing: Park/BC/Big mountain and Urban. They gathered many of the best athletes on the planet to give you the most exciting and varied ski movie possible. Filmed in HD with heli, cranes, dollies, cable and follow cams. "Get Lucky" and the behind the scenes documentary will give you a detailed insight in their whole season, describing how the luck treated the crew from time to time.

## **Level 1 – Turbo (USA)**

Turbo will not give your car an extra power boost or shave seconds off your quarter mile- but it might, just might, change the way you think about skiing. Turning it up a notch once again Level 1 followed their crew of dedicated skiers throughout North America in the unforgettable season of 2008. Josh Berman, the guy behind the vision of Level 1, originally hails from Mt. Kisco, New York. Josh started making ski films during the winter of 1999-2000 as something to keep him busy after a knee injury sidelined him from freeskiing competition. !! Put together from a dozen days worth of shooting from that winter, his first film, 'Balance,' was originally designed as something for he and his friends to "watch in their living room." !!As it turns out, Josh's "friends" happened to be among the best and most talented pro freeskiers in the world, and their "living room" was extended to Japan, Australia, Europe, and the far reaches of North America when the film was signed on for international distribution and broadcast.!

## **Meathead - Head for the Hills (USA)**

Prepare to indulge with the Meatheads... Follow this beefy bunch of dudes as they attempt to ski as many hills, heaps, piles, peaks, mounds, and mountains as they possibly can in one winter. Steep or flat, remote backcountry or urban sprawl, Meathead Films documents the full spectrum of topographical terrain found in the Northeast. Filmed in HD, 16mm, and Super 8mm, Head for the Hills invites you on a glorious voyage of visual and audible stimulation. Guaranteed to be 110% radical.

### **Ski Vision - Alliance (France)**

The alliance between SVP and WWFilms saw light of day in order to regroup some of the best french freeskiing talents. Alliance incorporates 16mm and HD footage from some of the most breathtaking terrain in the world: Japan, Usa, X-Games...You'll find some of the best segments from Richard Permin and Arnaud Kugener and some of the best skiers from Breckenridge and Chamonix, Alliance is a travel document that spans the earth that incorporates green screen and motion graphics trickery.

### **Mystic Land Production - Broadcast (Canada)**

It's always nice to wake up early in the morning, make yourself a cup of coffee and watch a good ski flick that primes you up for a good day on the hill. Mystic Land brings you once again, in it's fun world of skiing, where everyday is a new adventure and this time is similar but different as our good friend from Newschoolers, Doug Bishop, brings you around the world, from France to Japan back to both ends of Canada with MLP riders, JF Houle, Frank Raymond, Chris Turpin, JF Cusson, Phil Casabon, Alexis Godbout, Evan Wilcox, Pierrot Bernier, Étienne Verreault, JD Zicat, Arnaud Kugener, Frank Bouchard, JA Maheu and more, with this exceptionally friendly « Broadcast ». This MLP creation presents top performance skiing in breathtaking locations, making sure to please the eyes of the viewers in an entertaining way.

### **Kriss Ostness/Atomic - Skiing is \_\_\_\_\_ (USA)**

Skiing Is \_\_\_\_\_ is a new film project that explores the commonalities of some of skiing's top athletes. Atomic spent the season documenting the lives of Erik Guay, Daron Rahlves, Jossi Wells, Chris Benchetler, and the Falquet brothers. At the end of the season, the group converged on the ultimate equalizer in skiing, Valdez, Alaska. While each athlete spent their season focused on a different specialty, one thing in Alaska was clear, Skiing is something that each one of them shared a common passion for. Directed by world renowned film maker, Kris Ostness, Skiing Is \_\_\_\_\_ promises to tell one of the most compelling stories the ski world has ever seen.

## **Newschoolers Awards with DJ Set of Ghislain Poirier (Ninja Tune)**

The DNA IF3 organizers recognize that an international film festival is only as good as the awards it bestows upon its most deserving films. That's why they have aligned with Doug Bishop & Crew at Newschoolers.com to present the Newschoolers awards for outstanding professional and amateur film entrants.

Awards categories include:

### Pro Awards

Best Film

Best Cinematography

Best Soundtrack

Best Editing

Best Male

Best Female

People's Choice

### Am Awards

Under Armour Best Film

Best Cinematography

Best Soundtrack

Best Editing

Best Rider Performance

### Open Awards (Pro & Am)

Jury's "Coup De Coeur"

Most Innovative Visual Effect

Best Single Shot

Best Trick

Pro and amateurs awards will be decided on by a pre-selected panel of industry-expert judges including Mike Berard (SBC Skier Editor), Phil Belanger (Pro Skier) and Eric Iberg (Filmmaker). The winner of the coveted "Under Armour Best Amateur Movie" prize will also have the opportunity to have Under Armour support their next production.

About IF3: The DNA IF3 presented by Salomon and Bula was created to gather the world of freeskiing annually to create public awareness of freeskiing's new dynamic emergence through showcasing the year's best freeskiing films. The second edition of The DNA IF3 is made possible through the generous sponsorship of DNA, Salomon, Bula, Newschoolers.com, Boreale Beer, Red Bull, Liberty Ski, K2, Orage, Moment Ski, Atomic, Fisher, Swix, Peak Performance, Dakine, Hilton Montreal, Skyy Vodka, Appleton rum, Dose.ca, Freeskier, SBC Skier, 33mag.com, Musique Plus and Crux magazine. For films schedule details, tickets and more information visit **[www.IF3.ca](http://www.IF3.ca)**.