

## Blue Tomato goes Europe with the Best Urban Shot Photo an Video Contest

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Pressemitteilung von: *Blue Tomato Snow&Surf*



Best Urban Shot

Creative Photo and Video Contest for all Snowboarders and Freeskiers

The international online shop for boardsports, Blue Tomato, is on a search for the most creative photos and videos by snowboarders and freeskiers from Europe. At the "Best Urban Shot" contest, all city shredders are invited to hit the rails and obstacles of Europe's largest cities. Ideally, a well-known landmark of the chosen city should be visible in the photo or video. All artworks entered into the contest will be judged by an expert jury. There is over 2.000 € in cash to be won.

The winners of the categories Best Snowboard Photo, Best Snowboard Video, Best Freeski Photo and Best Freeski Video will be rewarded with 500€ in cash, each. The second and third places are winners too, and will be showered with high value goodies by sponsors such as: Atomic Freeskiing, Nitro Snowboarding, Raiden, GoPro and Blue Tomato, of course!

In order to guarantee all contestants an even higher media presence, the results will be featured on GoTV, Mpora, Skiing Magazine, Snowboarder MBM and the Red Bull Media House.

The Blue Tomato Shop in Vienna will host a sick party for the award ceremony crowning the “Blue Tomato Best Urban Shot”.

So, get off of your computer, get your crew together, hit the streets and start shooting! Entries will be accepted immediately.

#### Conditions of Participation

1. By sending a simple e-mail to [besturbanshot@blue-tomato.com](mailto:besturbanshot@blue-tomato.com), you can register for the “Blue Tomato Best Urban Shot
2. Additionally, you will get a free Stickerbag with the “Best Urban Shot” Stickers and the “Best Urban Shot” Logo. They are also available at the Blue Tomato Shops in Vienna, Schladming and Graz.
3. To ensure that only current photo and video shots are entered, the “Best Urban Shot” logo or the “Best Urban Shot” Sticker must be placed visibly in the photo or video.
4. The deadline is the 29. February 2012, all entries must be sent by e-mail to: [besturbanshot@blue-tomato.com](mailto:besturbanshot@blue-tomato.com)
5. 500 € in cash await the winners of each of four categories: Best Snowboard Photo, Best Snowboard Video, Best Freeski Photo and Best Freeski Video.

## Portrait

About Blue Tomato - the international online core shop for snow, freeski, surf, skate and lifestyle

It all started in 1988 when the former European Snowboard Champion Gerfried Schuller founded a snowboard school and laid the cornerstone for the shop with the blue tomato. Nowadays, the shop is well-known beyond the borders of boardsports. Thanks to the diversified positioning as a multi channel retailer in the fields of stationary shops, online shop, snowboard school and test centre, Blue Tomato has reached a European-wide presence. Despite its size, the company is still considered a core shop as it strongly supports the snowboard, freeski, surf, skate and streetwear/fashion scene. The snow and surf specialist's core target group are young adults between 19 and 25 with a passion for action sports who are conscious about brands and trends.

Originally the focus was on snowboard products only, but this has changed throughout the years and today also freeski, surf, skate and streetwear/fashion products belong to the portfolio of the company with its headquarters in Schladming, Austria. Besides the wide product range, Blue Tomato also keeps an eye on authenticity when it comes to communication and emphasizing professionalism, passion for the sports and team spirit. That is the reason why the company supports internationally renowned pros as well as motivated local riders. The most popular snowboarders in the Blue Tomato team are Anne-Flore Marxer (SUI), the brothers Halldor and Eiki Helgason (ISL), Marc Swoboda (AUT) and Ville Uotila (FIN), while the Austrians Josh Absenger and Flo Wieser are part of the freeski team. Besides a huge snowboard and freeski team, Blue Tomato also supports surfers and windsurfers, skater, wakeboarder as well as MTB and BMX riders. Furthermore, the Austrian company sponsors numerous fun parks and selected events and has recently become Gold Partner of the TTR World Snowboard Tour. The enterprise even takes on social projects, for example the Blue Tomato Kids Day which gives socially disadvantaged kids the possibility to learn snowboarding for free and under the instructions of professionals.

Blue Tomato's online shop, which has already been awarded many times, offers more than 100.000 products from more than 400 renowned manufacturers. Customers can choose from small core brands as well as international high-class labels that drive up to 50.000 visitors to blue-tomato.com each day. To keep up with the internationalization, the customer can now place orders or sign up for the regular newsletter in 14 different languages.

However, Blue Tomato customers do not only have the possibility to order in the virtual WWW, but also get a face to face consultation: In the five store in Vienna, Graz, Schladming, Obertauern and Haus im Ennstal, they can touch the products, try them on or even test them.

Their partner Lineupexplorers makes Blue Tomato's offer perfect. The company has its own travel space on the shop's website and offers trips to exclusive surf and wintersports destinations. Thus, the customer is not only able to order the latest equipment for his or her favorite sports at Blue Tomato, but at the same time can also book the next trip. This makes Blue Tomato a 'one-stop shop' for all action sports, symbolizing know-how and quality.

#### Hard facts

stationary shops: Schladming, Obertauern, Haus, Graz, Wien (all Austria)

online shop: [www.blue-tomato.com](http://www.blue-tomato.com)

iphone app: [www.blue-tomato.com/en/page.bto?page=iphoneapplication](http://www.blue-tomato.com/en/page.bto?page=iphoneapplication)

magazine: [www.blue-tomato.com/magazine](http://www.blue-tomato.com/magazine)

facebook: [www.facebook.com/Bluetomato](http://www.facebook.com/Bluetomato)

twitter: [www.twitter.com/bluetomato](http://www.twitter.com/bluetomato)

travel: [www.lineupexplorers.com](http://www.lineupexplorers.com)

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