



SNO!zone



- **Objectives** - To raise awareness of the SNO!zone brand and to differentiate it from its parent company, Xscape, and to drive footfall to each of the three centres
- **Strategy/Tactics** – Liaised closely with national and regional travel, leisure, sports and family journalists to raise awareness of SNO!zone’s facilities, profiled SNO!zone’s sponsored riders, organised national promotions, raised profile of SNO!zone’s programme of outdoor events and sought opportunities to provide snow for music festivals and shopping centres
- **Results** – Widespread coverage of SNO!zone’s outdoor events, national profile pieces on SNO!zone’s sponsored riders, increased footfall



Snow joke A winter wonderland in May?



Fifty tonnes of snow fell on Kettle Grove Park yesterday courtesy SNO'zone. Under glorious sun, the centre turned the Glasgow park slope to accommodate performances by professional snowboarders...

THE PRESS

THE SCOTSMAN

Thrills and spills as snow covers centre of city...

The weekend weather forecast may have been garry, but nobody predicted snow in the centre of York. But some of Britain's top young snowboarders were able to show their skills in St Sampson's Square, after Castleford firm SNO'zone shipped in 30 tonnes of the white stuff from West Yorkshire. The 25 riders were joined by skiers on a snow slope for an afternoon of winter fun beneath relatively blue skies. Snowboarder Jamie Nicholls, 14, from Bradford, left took advantage of the snow as another youngster got ready to push off, above. Marketing and events manager at SNO'zone Sarah Porteus said: "We are trying to educate people you can enjoy winter sports all year round. This is one of several special events we are holding to..."



The Herald

YORKSHIRE Evening Post

He said: "It's pretty different and the attraction is the freedom it gives you to go out and do your own thing, and it keeps you fit." Organisers were on hand to shovel any...



WITH BEVERLEY LYONS AND LAURA SUTHERLAND

Sno-time at Loch Lomond

LIFE at Loch Lomond has been up with SNO'zone to create a snow beach at the loch on August 2 and 3. It's a perfect opportunity for the nation's winter sports enthusiasts to enjoy a day of winter fun in the heart of the Scottish Highlands. The event is being organised by SNO'zone, the UK's leading winter sports centre, and is being held in conjunction with the Scottish Winter Sports Festival. The event is being held in conjunction with the Scottish Winter Sports Festival. The event is being held in conjunction with the Scottish Winter Sports Festival.

Daily Record BEST FOR SCOTTISH NEWS AND SPORT

My hobby: snowboarding!

Summer sunshine is here at last but that's not going to stop Cool Zone reader KATHIE ORMEROD, 25, from enjoying her hobby of snowboarding. It's a cross between skateboarding and skiing - and it's best practised by the fearless. Kathie wrote to us, explaining how neither good weather nor broken bones will slow her ambition.

I WAS five when I started snowboarding and I learned the basic turns before moving on to freestyle tricks, small jumps and the big kicker - a snow-covered ramp used for jumping. Because I'm sponsored by SNO'zone in Castleford, Yorkshire, I practise on real snow, at the moment I'm practising spinning on and off rails, which is a bit scary. Last summer I broke my arm but still managed to win two competitions wearing a cast.

This year I've won three gold medals at the British Championships in Laax, Switzerland and right now I'm looking forward to the British...



Baby Mail, Friday, April 25, 2008

By Lauren Miral

A CHANGING skier who was told she would never walk again after suffering a horrific accident in a train crash, has applied for a grant to help her return to the slopes. She said: "It's pretty different and the attraction is the freedom it gives you to go out and do your own thing, and it keeps you fit." Organisers were on hand to shovel any...

Back on the slopes, ski champion paralysed in coach crash



HELEN, from Sheffield, said she was told she would never walk again after suffering a horrific accident in a train crash. She said: "It's pretty different and the attraction is the freedom it gives you to go out and do your own thing, and it keeps you fit." Organisers were on hand to shovel any...

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Scottish Daily Mail

SUNDAY EXPRESS

If you have a great picture you'd like to tell other readers about, send us your report using the address at the foot of the page.



SNO!zone



- *“We needed a PR agency that could fulfil our brief of increasing our national brand awareness. Although we have only been with Beattie Communications since March, by working very closely with us, they have already helped us achieve some of our short-term goals.*

“Beattie’s creative campaigns have already given us a wide spread of TV, radio, press and web coverage across national and regional media. They are great to work with, and understand our business immensely- I couldn't recommend them highly enough.”

- Lisa Allan, SNO!zone brand manager