



FOR IMMEDIATE RELEASE

ANALOG ANNOUNCES DESIGN UNLIKELY FEATURES OPENING EVENT

Sydney, 25th July, 2012 – Off the back of the inaugural Australian ‘Design Unlikely Features’ contest, Analog is pleased to announce the **Design Unlikely Features Opening Jam**, happening in Perisher’s Front Valley Park, Saturday August 4th.

Construction of Adam Moretti’s winning feature, [‘The Fuller Karl’](#) has been taking place over the past four weeks. With Adam’s final approval on dimensions and angles, the design was signed off and has been steadily taking shape with only the finishing touches required before it’s ready to install at Perisher.

Adam’s creation will be unveiled on Saturday 4th of August, with a jam style contest taking place on the feature from 12:30pm. Local riders will compete for a \$1000 Analog Prize pack as well as \$50 cash spot prizes for noteworthy tricks in a jam style contest format.

Snowboarders can pre-register by emailing their name and DOB to alex@burton.com.au after which they’ll be sent a waiver to sign and bring on the day. Registration is also available on the day at the Analog tent from 10:30am however spots are limited to 40 and are first in first served. Competitors must be over 14 years of age and helmets are mandatory.

Check out the Facebook event here: <http://on.fb.me/Nu8ZFP>

Follow the event on Instagram @analogaustralia #DUF2012AU

Media Contact

For further information, images or product requests please contact
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About Analog Clothing

Analog is a clothing company whose goal is to create outside the lines and push creativity and individuality in skateboarding, surfing and snowboarding. Analog offers a simple concept: to be open to more than one idea, consistently deliver the inconsistent and forge unlikely offerings to the status quo.

About Transfer Snowboard Magazine

Transfer Snowboard Magazine reflects the full awesomeness of the snowboarding community in Australia and New Zealand. Transfer recognises that there is something special about the people, the places and the lifestyle that make up snowboarding Down Under; and this ‘something special’ is the essence of our premium books and magazines.

About Perisher

Perisher has long been Australia’s favourite snow holiday destination! Its four distinct resort areas covering a massive 1245 hectares of diverse terrain accessed by an incredible 47 lifts makes it the biggest alpine resort in the Southern Hemisphere.

It also boasts five terrain parks and a halfpipe for the freestyle enthusiasts out there.