



PRESS RELEASE: For immediate release

Monster Ski 2010

Ski Independence is proud to be hosting the [MS Trust Monster Ski 2010](#) for the third year, which will take place in Whistler – the official host mountain resort for the 2010 Olympic and Paralympic Winter Games. Skiers and boarders can take on the Gold Medal Challenge and aim to ski 150,000 vertical feet over five days (the height of Mount Everest per day) or the Silver Medal Challenge, skiing 100,000 vertical feet in total (the height of Mount Kilimanjaro per day)!

The Monster Ski concept was developed by Mike Laver and his brother Nick, from Ski Independence. Mike, an RAF helicopter pilot, was diagnosed with multiple sclerosis in December 2005. Undaunted by his diagnosis, Mike set out to think of a challenge that he could use to raise funds to help support people with MS. A keen skier since childhood, with a brother working in the ski industry, it didn't take long for Mike to plan Monster Ski. In March 2007, Mike and Nick set out to tackle Monster Ski in Canada. This provided the inspiration for the MS Trust, to launch their own Monster Ski for 2008 in Colorado. The event was a huge success for the MS Trust, raising over £160,000. Monster Ski 2009 took place in Engelberg, Switzerland and raised £60,000. The MS Trust is hoping Whistler 2010 will be the biggest and best Monster Ski yet!

Mike has told the MS Trust: "If I can do this with MS, a fully fit skier should have no problem. MS Trust Monster Ski 2010 in Whistler will be an amazing challenge and one that will give anyone taking part a huge sense of achievement. Most importantly, it will raise some much needed funds for the MS Trust."

For further information on Monster Ski visit <http://www.mstrustorg.uk/monsterski>

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Notes to editor:

Ski Independence are proud to be one of the UK's leading independent ski tour operators. Family owned and run for over 50 years, they pride themselves on the quality of knowledge of staff, our attention to detail and an unrivalled standard of service. Offering resorts across USA, Canada, Japan, France, Switzerland, & Austria, Ski Independence have firsthand experience of the best places to ski, places to stay and travel options.

In addition to organized trips such as Monster Ski, Ski Independence Groups can plan holidays for 12+ people, whether a groups of friends, extended family or a corporate or incentive trip. Offering tailor-made itineraries and discounted ski extras, Ski Independence Groups can find the right holiday to suit all groups and budgets.

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