



Skipass, the White Mountainside takes centre stage in Modena

The longest-standing Fair of Winter Tourism and Sports in Italy returns to ModenaFiere from 31 October to 3 November 2019.

Modena – 2 August 2019

For 26 years, **Modena** has offered a warm welcome to winter thanks to **Skipass**, the **Fair of Winter Tourism and Sports**, scheduled **from 31 October to 3 November** at **ModenaFiere**. The event has always constituted the point of reference for fans of the snowy mountainside and the great outdoors, who inside the pavilions of Viale Virgilio meet up to celebrate the start of the winter season.

The major protagonist of this edition will be the return of the **Big Air World Cup**, which after the success achieved last year, **has reconfirmed Modena as the only Italian stage on the competition circuit**. The **FIS Snowboard and Freeski Big Air World Cup** will be the key event of the 26th edition of the Modenese event, with the finest riders in the world who will challenge one another on the towering slope, the largest ever built in Italy. The offer dedicated to major international sports will be completed by the many appointments bearing the **FISI (Federazione Italiana Sport Invernali)** logo: a long-standing leading partner of the Skipass Fair.

For over 20 years, Skipass has provided the perfect opportunity for visitors to organise their holidays on the snow: the **Tourism Pavilion** of the fair will be the beating heart of mountainside promotion, with the best-known mountaintop resorts presenting their 2019 novelties. However, as always, there will also be space to focus on the most avant-garde equipment from the snow sector: companies featuring **sports goods** and specialised stores will provide visitors with an overview of the latest novelties for a perfect day on the piste. The Skipass Fair will also feature the presence of sports associations and clubs, the specialist press, and entertainment for the general public as well as introductory activities to winter sports for children and kids.

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