



FOR IMMEDIATE RELEASE:

FRESH ROOKIE TALENT ENNI RUKAJÄRVI TAKES THE TITLE AT 6STAR ROXY CHICKEN JAM

Saalbach Hinterglemm, Austria – January 9th, 2010: Today saw the second 6Star event for the women of the 09/10 Swatch TTR Tour season, the Roxy Chicken Jam. The level was incredibly high at the Nightpark in Saalbach-Hinterglemm and the judges had a tight decision to make when it came down to the super finals. It was 19 year old Enni Rukajärvi from Finland who emerged as the winner leaving Cheryl Maas (NED) in second and Kjersti Ostgaard Buaas (NOR) in third.

Rookie Talent Enni Rukajärvi

Enni Rukajärvi has had a glorious early season with her win at the 4Star Horsefeathers Pleasure Jam to now taking the coveted title at 6Star Roxy Chicken Jam. Jumping up into World No.14, she is plowing her way up the Swatch TTR ranking. Enni's trademark is her textbook technique, which she displayed in her winning run consisting of a 50/50 on the top rail, a stylish frontside 3 tail grab, backside 540 indy grab, Cab 540 and 50/50 nose press. Today Enni was beaming with smiles; "Feels great, I am really surprised, I had no idea this would happen. The level was really high...I just tried to do my best. From here I go to the European Open and lets see how that goes."

Shaking up the TTR TOP5

Sitting in TTR World No. 2, the top spot is only a few points away for Cheryl Maas who showed her solid talent and stomped the best trick of the day, a lofty backside 720 tail, one of her signature tricks. When asked about her aspirations to become a two-time Swatch TTR Champion she says it would be "awesome" but hesitates: "There are still so many comps to be done...there are a lot of people hunting for that spot". Sarka Pancochova (CZE), remains in World No. 1 after today's 4th place and will certainly not give her top spot away without a fight.

With a 5th place finish today and a 2nd place in the Halfpipe at 6Star O'Neill Evolution 2010 in Davos, Sina Candrian (SUI) now moves into Swatch TTR World No. 3 just in front of newcomer talent and second in this weeks O'Neill Evolution Cilka Sadar (SLO). Both Kjersti and her fellow Norwegian Lisa Wiik are climbing up the ranks with Kjersti now in the World No. 8 and Lisa in World No.5.

Up Next On The Tour

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There will be no time to sit and stare as the Swatch TTR Tour is in full swing and next week the action begins in Laax, Switzerland when the 6Star Burton European Open circus begins. Also the men will be battling it out there including Marko Grilc (SLO) the winner of today's O'Neill Evolution 5Star halfpipe and Peetu Piironen (FIN), who took 3rd place and reclaimed the TTR World No.1 spot. There will be another 1000 ranking points to be won for the women in both the halfpipe and slopestyle.

Stay tuned on all the action with blogs, videos and stories on www.ttrworldtour.com.

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Top 16 of the 6Star Roxy Chicken Jam in Saalbach Hinterglemm, Austria:

1	RUKAJÄRVI	ENNI	FIN
2	MAAS	CHERYL	NED
3	OSTGAARD BUAAS	KJERSTI	NOR
4	PANCOCHOVA	SARKA	CZE
5	CANDRIAN	SINA	SUI
6	LARSEN	CECILIA	SWE
7	WIIK	LISA	NOR
8	SLADICS	CHANELLE	USA
9	NORENDAL	SILJE	NOR
10	PAUMOLA	HEIDI	FIN
11	FULLER	AIMEE	GBR
12	FILZMOSE	LISA	AUT
13	GOTLIEB	SHELLY	NZL
14	FROST	CLAIRE	SCO
15	PRIBOSIC	URSKA	SLO
16	SADLOWSKI	DIANA	POL

VIDEOS:

TTR Roxy Chicken Jam Europe 2010 Qualifications

http://www.youtube.com/watch?v=7xZ29awH1eg&feature=youtube_gdata

<http://www.vimeo.com/8626301>

<http://freecaster.tv/snow/1010838/ttr-roxy-chicken-jam-europe-2010-qualifications>

More videos are available on:

ftp://TTRVIDEO:v1De0TTR@93.104.199.242/array1/TTR_VIDEO/DISTRIBUTIO

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Swatch TTR World Ranking List as of 09.01.2010

Rank	Name	Nation	Results	Points
1	Pancochova, Sarka	CZE	6	682.74
2	Maas, Cheryl	NED	6	678.94
3	Candrian, Sina	SUI	5	569.79
4	Sadar, Cilka	SLO	6	562.37
5	Wiik, Lisa	NOR	4	483.05
6	Sladics, Chanelle	USA	4	467.3
7	Anderson, Jamie	USA	4	455.72
8	Buaas, Kjersti Ostgaard	NOR	3	426.44
9	Gotlieb, Shelly	NZL	4	377.28
10	Davis-Meehan, Michaela	AUS	6	337.01

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ABOUT SWATCH TTR:

Founded by Terje Haakonsen and industry innovators in 2002, the Swatch Ticket To Ride (TTR) World Snowboard Tour is a non-profit, rider-driven organization with the mission "to create the highest quality competitive snowboard environment in the world, using authenticity, accessibility, innovation as guiding principles". Since its foundation, the Swatch TTR Tour has been developing into the most exposed snowboard tour worldwide featuring global grass root and key independent freestyle snowboarding events over a ten-month period from Southern to Northern Hemisphere locations. Events are rated via a 1-through-6Star system, with points allocated accordingly, a 6Star event holds the highest (1000 points). Any rider participating in these events, from up-and-coming to professional talent, earns ranking points and a position on the Swatch TTR World Ranking List. The top male and female rider based on an average of their best six results of the season (5+1 system) is crowned Swatch TTR World Snowboard Champion. For more information visit www.ttrworldtour.com.

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