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## Media release

London, 28 September 2009

### Tara Palmer-Tomkinson and Eddie the Eagle get piste at London's "Swiss Extravaganza"

**Catch Tara Palmer-Tomkinson and Eddie the Eagle on Wednesday 30 September 2009 as they join a host of celebrities and city boys getting piste at Broadgate Circle for the launch of Switzerland Tourism and SWISS's two-day "Swiss Extravaganza" event. Tara and Eddie, both keen skiers of different skill levels, will be launching the 2009 ski season and extolling the virtue of skiing this winter and the ease of reaching the slopes - with a little help from Switzerland Tourism and SWISS.**

Urbanites seeking advice, inspiration and little bit of Switzerland in the City of London will find an artificial ski slope (measuring 5m by 20m); nine Swiss mountain chalets serving free Swiss specialities and the chance to experience tubing and to watch freestyling performances.

- **Where:** Broadgate Circus, EC2M 2QS
- **When:** Wednesday 30 September 12:00 until 20:00 and Thursday 1 October 12:00 until 21:00
- **Further information:** visit: <http://tinyurl.com/broadgate>

To highlight the airline's 15 daily flights between London City Airport and Switzerland, with prices starting from just £77 return including all taxes, surcharges and free transport for ski and snowboard equipment, Swiss International Air Lines will be attracting city workers and the city's skiers and snowboarders to the large event.

From midday visitors can take part in recreational tubing before watching daredevil ski stunts with Swiss cuisine and some sampling of wine and cheesy treats by Swiss food brand Emmi.



[Switzerland Tourism](#) will help visitors choose the right ski resort, whilst [Warren Smith and his Ski Academy](#) team will be on hand answer on all ski-related questions, from confidence-building through to ski carving and ski techniques. Plus one lucky “Swiss Extravaganza” visitor will have the chance to win a romantic five-star holiday for two in one of the most picturesque resorts in the Alps - Saas-Fee.

**For further information visit [myswitzerland.com](http://myswitzerland.com) and for flight bookings and information visit [SWISS.COM/UK](http://SWISS.COM/UK) call SWISS on 0845 601 0956 or contact your travel agent.**

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**Notes to editors:**

From the UK and Ireland alone Swiss International Air Lines, the national airline of Switzerland, offers 29 daily flights, serving **Basel, Geneva** and **Zurich** from **London City** and **Manchester**, and **Zurich** from **London Heathrow, Birmingham** and **Dublin**. For flights from the UK and Ireland SWISS offers two classes, Economy and Swiss Business, and the flexibility to book a different class in each direction.

From its Zurich hub and from Basel and Geneva international airports, SWISS's 85-aircraft fleet serves 90 destinations in 42 countries around the world. As part of the Lufthansa Group and as a member of the global Star Alliance, SWISS remains true to its mission of providing quality air services that link Switzerland with Europe and the world.

All SWISS flights offer value for money, SWISS's quality in-flight service, including free food and drink, and Miles and More frequent flyer mileage-earning opportunities.

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