HAGLÖFS BECOMES TITLE SPONSOR OF ARCTIC WEEKEND – WINTER KICK OFF IN ROVANIEMI

**Haglöfs is known for pushing boundaries and develop innovative products that are designed for maximum function and performance. For years Haglöfs have developed high-qualitative and progressive garments for Skiing. During the last couple of years, Haglöfs increased their focus on freeriding - and in October they will be the title sponsor of Arctic Weekend.**

Arctic Weekend is held every year on the last weekend of October in Rovaniemi, Finland. It is a festival for skiers, snowboarders and like-minded people – known for being an epic kick off for the Winter season. The weekend will be filled with inspirational lectures, interesting discussions, charity auctions, live music, traditional Rovaniemi-food, parties and winter vibes. Open ski and snowboard sessions as well as invitational contest sessions in the evening, truly a perfect happening to get in the right mode.

*”The first Arctic Weekend was organized in Rovaniemi in 2017 when we launched our documentary Arctic Light. Together with my friend Ville Puominen we wanted to create a great premiere in my hometown and we came up with the idea to expand the event with projects and lectures. People really liked it and now we are organizing it for the third time ” Antti Autti, co-founder of the event.*

This years’ Arctic Weekend is focusing on the culture aspect, without forgetting the environmental values. Friday´s Afterwork forum is a place to share knowledge and thougts, which will inspire to develop ways to live and to achieve better future for the lifestyle. Autti believes that good things are coming when you bring good people together. For him being together and meeting different people are the best thing about the Arctic Weekend.

For those who are dreaming about going Pro, Antti gives advice to set goals and to lead yourself towards them. Autti and Puominen have themselves set goals for the Arctic Weekend. They want to develop the event year by year, keeping it fresh and interesting.

 *“Antti has been a part of Haglöfs’ family for many years and with our increased focus on freeriding we are super exited to support this great Event“Amanda Kähler, Nordic Marketing Manager at Haglöfs.*

Tickets and more information about the Event will be released in August 2019 at arcticweekend.com.

**Haglöfs Arctic Weekend**

Date of event: 25-27 Oct

Place: Rovaniemi, Finland

Website: [https://arcticweekend.com/](https://arcticweekend.com/%22%20%5Ct%20%22_blank)

Instagram: arcticwknd