



## TEKO® TO BECOME THE OFFICIAL LICENSED SOCK

### OF THE FREERIDE WORLD TOUR

Teko the performance sock brand based in Boulder, Colorado have signed an agreement to become the official licensed sock of the Freeride World Tour for season 2012.

Being recognised at this level for the quality and performance of their socks is a very high accolade for Teko® and they see that as a strategically important move that will raise the awareness for their brand in many countries around the world.

Not only does Teko® make the finest performance ski socks on the market they also make the most environmentally friendly socks. Teko® specialises in using the most eco friendly materials and processes for making their socks in an effort to reduce the impact they have on our planet. These are important values and Teko® are very much recognised by the industry as being leaders in sustainably produced socks. This is an important reason why the match between the Freeride World Tour and Teko came about. Freeride World Tour also wish to ensure that they are doing everything they can to protect and preserve our mountains and wilderness spaces for future generations and to reduce carbon output wherever and whenever possible.

The Teko® limited edition FWT ski sock will be available in the shops and online from October this year.



Photo: (© Nissan XTREME VERBIER / C. Margot)

## **Note to editors:**

### **About the Freeride World Tour**

The Freeride World Tour was launched in 2008 and following three full seasons it is recognized by riders, the ski industry and the media as the pinnacle of the sport. In 2011, the best freeriders, men, women, skiers and snowboarders alike, will visit some of the world's most renowned ski resorts in pursuit of the world title.

In 2011 the men's tour expanded from four to six FWT stops with events in Chamonix-Mont-Blanc - FRA, Engadin St Moritz - SUI, Kirkwood - USA, Sochi - RUS, Fieberbrunn – AUT, and Verbier - SUI. The women's events have a new schedule for 2011 that includes eight main stops in La Clusaz - FRA, Chamonix-Mont-Blanc - FRA, Hochfugen - AUT, Kirkwood - USA, Taos – USA, Nendaz – SUI, Verbier – SUI and Röldal - NOR.

The riders' best three contest results from the Freeride World Tour count towards qualifying for the season finale, the Nissan Xtreme Verbier sponsored by Swatch. Freeride World Champion titles are awarded using the four best results from the six FWT stops including the Nissan Extreme Verbier by Swatch.

The Freeride World Tour is supported by Freeride World Qualifier events around the world where the same criteria for security contest format and judging is applied. The FWQ events' biggest aim is to feed new talent from all over the world into the elite level tour.

[www.freerideworldtour.com](http://www.freerideworldtour.com)

## **About Teko®:**

Teko socks: Best Socks ON the Planet, Best Socks FOR the Planet. Based in Boulder, CO, TEKO was founded on the belief that making high-performance sport socks doesn't have to leave a heavy impact on our planet. Using only high-performance fibers and sustainable manufacturing processes, Teko creates performance ski socks that are safer for the environment. From the raw materials, all the way down to the recycled paper packaging, Teko's newly developed SIN3RGI™ fiber combines USA grown merino wool with ultra-fine spun polyester that is 100% recycled from drinks bottles to produce a highly technical ski sock that will manage temperature therefore improving comfort.. Teko uses wind energy for all of the electricity used in manufacturing and operations. Teko is unique in that their eco-friendly commitment extends to its entire product line, supply chain, and daily business practices.

**Phone: 800.450.5784, Email: [info@tekosocks.com](mailto:info@tekosocks.com)**

**Website: [www.tekosocks.com](http://www.tekosocks.com)**