

Press Release

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Downhill legend Didier Cuche goes head-to-head with freeskier Nico Vuignier in the new Lenzerheide film «world of wonders»

Didier Cuche is far from being old news - and he proves it impressively. In a spectacular new short film from the Lenzerheide holiday region, the downhill legend takes on the challenge of freeskier Nicolas Vuignier. With a mix of humour, thrilling action and breathtaking scenery, the film shows that true legends are timeless.

As part of the «world of wonders» (W.O.W.) destination strategy, Lenzerheide presents a new era of alpine experiences. **W.O.W. stands for adventure, freedom and unforgettable moments.** It's those special moments when you feel connected to nature and to yourself - sometimes quiet and moving, sometimes full of euphoria and adrenaline. In Lenzerheide you will find space for relaxation and inspiration, for great adventures and quiet moments of wonder. W.O.W. means surpassing yourself, discovering new things and creating unforgettable memories together. «The film perfectly captures this vision. Cuche and Vuignier connect generations and show that community, nature and adventure are limitless,» says Nicole Gysi, CMO of the Lenzerheide holiday region.

A cinematic highlight - full of surprises!!

The film, which is about to premiere, shows Cuche and Nico Vuignier in a thrilling duel through the stunning landscape of Lenzerheide. Between fast downhill runs, spectacular freeride lines, impressive tricks and two generations, the message is clear: tradition and modernity can be in perfect harmony to create something magical.

YouTube premiere: The film will be released on YouTube **today**, 27 November 2024, **at 4 pm** and is part of the repositioning as a **world of wonders**, which positions Lenzerheide as a visionary alpine adventure world. **W.O.W. stands for adventure, nature and unforgettable moments of happiness** – and this is exactly what the film impressively reflects.

With world of wonders, Lenzerheide not only creates a stage for top sporting performances, but also combines **magic, community and outdoor adventures**. Here, in the world of wonders, everyone becomes the protagonist of their own legend. Whether it is conquering the highest peaks, leaving a mark on perfectly groomed tracks or discovering hidden lines, in Lenzerheide an epic story is created that will leave the world in awe. Become part of this legendary setting and write your own chapter in the W.O.W. story. **Welcome to the «world of wonders» – come find your W.O.W.**

It remains exciting! For further information, please contact:

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