



# #ADVENTRESEEKER

## *elevator pitch*

"#AdventreSeeker" is a **FreeSki-Mountaineering** journey through **North-America**. [www.SnowFront.org](http://www.SnowFront.org) TeamRider Max "MGM" Meissner traveled on his own from **Denver to Seattle** and stopped in as many ski-resorts as possible.



**#AdventreSeeker 2014**

#SnowFront #AdventureSeeker is the new #AlpenGypsy

© **SnowFront**  
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# LOOK AND FEEL





## *the attempt*

Normally you wouldn't adventure a 7000 mile journey on your own. Especially as an extreme skier you'd bring a second skier, journalist, filmer or a photographer. But MGM didn't, because he's all that in one person. He travelled all over the Alps as #AlpenGypsy in 2012/13 and free-skied in all 85 ski resorts in Tyrol. After that challenge he had two different insights:

Being a go-getter other people can slow you down or won't keep up to your persistent challenges.

Traveling alone is a special experience. You're able to enjoy the place as it is and will have more intense experiences and closer contact to the locals.

That's why a powder journey through the Rockies was the only right step in MGM's skiing life. He was in close touch with Icelantic and their local network. He visited the Icelantic, Dynafit, Osprey, Loaded Longboards and LoveTuner headquarters. And even if he didn't find someone to shoot with, he still produced shots.

(The photos on the right side are self-portraits.)



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# CROSSMEDIA

## *coverage*

Media coverage was an important part of the #AdventureSeeker journey. There were daily posts (as far as mobile internet coverage allowed it) on SnowFront's social media networks:

- News on: <https://twitter.com/LordOfSnowFront>
- 1 star photos on <http://facebook.com/keep.your.mountains.clean>
- 2 star photos on <http://instagram.com/snowfront>
- 3 star photos on <http://snowfront.tumblr.com>
- 4 star photos on <http://snowfront.org/photo.html>
- 5 star edits on <https://vimeo.com/snowfront>

Furthermore documentary with narrator voice and map animations documents the journey. The Trailer and two teasers (AdventureSeeker and the Van & I am the AdventureSeeker) are already on Vimeo. The 15 minute film, called #AdventureSeeker will be submitted to outdoor film-festivals.



# THE TRAVELER

## *Max „MGM“ Meissner*

Max „MGM“ Georg Meissner aka **LordOfSnowFront** aka **AlpenGypsy** aka **AdventureSeeker**, born in Prien am Chiemsee - Germany, **started skiing with 2 years of age**. He is not just an **ambitious FreeSkier** pushing his **level** and **style**, regardless of whether it is **FreeRide**, **BackCountryKicker** or **FreeSki-mountaineering**, but also a **professional VJ**, **videographer** and still **photographer**.

Before, during and after his **MultiMediaArts studies**, he creates all the print- and WebDesigns for his own SnowBoard & FreeSki-Team named **SnowFront**.

Having a lot of interests and a **ten year alpine racing background**, **FreeSki-mountaineering** on worldwide journeys is still his **MGM's biggest passion**. As a versatile rider with **ten additional years of FreeRide experience**, he achieves **progress** and has a plenty of **joy** every time he shreds out there in our beloved snow-covered slopes.



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# THE ROUTE

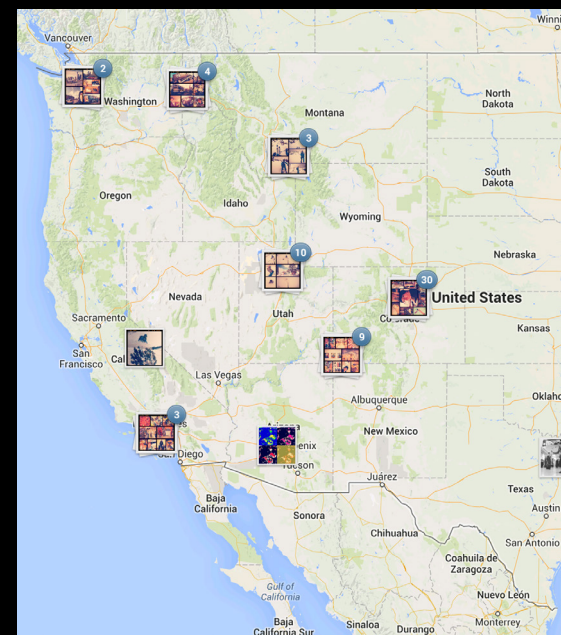
## *the journey*

The journey started in Munich (Germany) with a flight to Denver. The entire ski luggage was packed into a 1993 GMC G2500 Vandura van and the journey started. The map of interesting ski resorts in North America is almost congruent with the Icelantic reseller map. So the route went through Colorado to Utah, Wyoming, Idaho, Montana, and Washington. There was a spontaneous trip to California and MGM skied some more powder in Mammoth Mountain.

Along the way he crashed in the van and at Icelantic buddies. He took portraits of them and their homes to bring the photo story to life and to have an impressive memory. The end of the journey was open, but turned into Seattle.

## *the timing*

The journey started on 12th of February and ended on 12th of May.



# THE SPONSORS

## *support*

The AdventureSeeker is ambassador for the following brands:

- <http://www.icelanticskis.com/>
- <http://www.dynafit.com/>
- <http://www.loadedboards.com/>
- <http://www.ospreyeurope.com/>
- <http://www.atewa.net/>
- <http://www.gloryfy.com/>
- <http://www.stubai-bergsport.com/>
- <http://www.lovetuner.com/>
- <http://www.swix.de/>
- <http://www.happysnowflow.com/>
- <https://www.abs-airbag.com/>
- <http://www.amplifi-this.com/>
- <http://www.honeystinger.com/>
- <http://www.leki.de/>

Those brands support him with equipment, which made the journey possible.



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# THE BUDGET

## *expenses for the journey*

Flights:	1120 €
Food for 90 days:	920 €
Fuel for 4500 Miles:	1070 €
Van	3000 €
Mobile internet & telephone for 90 days:	250 €
<b>total:</b>	<b>6360 €</b>

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## *magazine coverage*

6 pages Bergstolz magazine



6 pages Sports 4 Adventures online magazine  
(2 free adds)



6 pages Backline magazine (backcountry only)



6 pages downdays magazine



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