

Lucas Pinheiro Braathen and Sölden together at the start

Even before his sporting comeback at the World Cup Opening in Sölden, Lucas Pinheiro Braathen attracted a lot of attention. Just a few days before the race, the popular athlete competing for Brazil presented his team on the summit of Gaislachkogel. The 24-year-old spoke about the impetus he wants to give to ski racing and his mother country, as well as about his special connection to Sölden.

"As an individual, I want to inspire people and show them that they too can change the world." With this statement, Lucas Pinheiro Braathen illustrates his motivation on and off the ski slope. The list of his idols includes renowned names such as Apple founder Steve Jobs, basketball star Dennis Rodman and football legend Ronaldinho. At the World Cup Opening in Sölden, Braathen will compete for his mother country Brazil for the very first time, representing more than 200 million people in global winter sports. "For me, skiing is the most aesthetic activity in the world, offering competitions in the most beautiful natural landscapes. We have the opportunity to bring this closer to many more people," explains the 24-year-old. He describes himself as a true showman: "In the end, it's about entertainment and exciting stories - about why one athlete is faster than the other."

Perfect match

In Sölden, Lucas Pinheiro Braathen celebrated his first race victory and announced his temporary retirement in 2023. Now his story continues at and together with the Heartbeat of the Alps. "Writing the next chapter in my life here feels quite special. Sölden is home to me," the athlete explains. The personal brand Lucas Pinheiro Braathen and the destination of Sölden rely on a modern form of partnership. "As a brand, we stand for sports and lifestyle. Therefore we need characters who are internationally relevant and can tell exciting stories," states Oliver Schwarz, Managing Director of Ötztal Tourismus, describing the type of collaboration. Bergbahnen Sölden mountain lifts and Ötztal Tourismus have already pursued this strategy with US ski star Bode Miller and the US ski team. "Lucas Pinheiro Braathen perfectly meets our demands when it comes to sports and



entertainment. The focus is clearly on sport. But people also want the show and exciting stories," says Jakob Falkner, Managing Director of Bergbahnen Sölden. The collaboration is accordingly contemporary. Sölden offers Braathen ideal training conditions in the field of sport, while the Brazilian acts as a testimonial in the new winter campaign "Icon of the Alps" and as a brand ambassador for the entire destination. "There are a lot of plans for the future. Lucas Pinheiro Braathen has the potential to appeal to new groups of guests who previously had little to do with skiing," Oliver Schwarz explains.

Media Contact
Ötztal Tourismus Anna Pircher anna.pircher@oetztal.com T +43 (0) 57200 935
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