

Media information

SAVE THE DATE: RIDEON – SHREDFEST HOCHFÜGEN TO MAKE ITS DEBUT

New Snow Get-together brings snowboarders to Hochfügen, Zillertal, from December 4-6, 2026

Hochfügen, AUT (August 6, 2026) - From **December 4-6, 2026**, **RideON - Shredfest Hochfügen** celebrates its premiere. Created by the team behind SHOPS 1st TRY, the world's largest on-snow snowboard industry test event, which brings the international snowboard industry to Zillertal every year, RideON is a brand-new snow get-together designed for snowboarders, brands, winter sports enthusiasts and its community.

For one weekend, Hochfügen becomes the meeting point for everyone who loves snowboarding, offering product testing, on-snow sessions, workshops, community activities and festival vibes.

More than 50 brands have already confirmed their participation - ranging from hardgoods and outerwear brands to exhibitors from the events, media, and tourism sectors. Visitors have the opportunity to test the latest snowboards, bindings, boots, outerwear, goggles, protection gear, and other equipment, meet the people behind the brands, and to celebrate the start of winter together with fellow riders.

Test. Connect. Celebrate. More information about the program, participating brands, and event tickets is available at www.rideon-shredfest.com, @rideon_shredfest

Media contact: Birgit Gruber - Manufaktur für Kommunikation, +436765300200, birgit@gruber.tirol