



DEATH ZONE FREERIDE





About the project

We are 3 of Snow Leopards, who commit the hardest anoxic high altitude ascents and perform freeride from the tops of the highest mountains on Earth (8000+). We do professional one of a kind filming on the utmost altitude.

5

THE TRICKIEST MOUNTAINS ON EARTH

CHALLENGES TO HUMAN AND NATURE

8000ERS

MOVIES

FREERIDE DESCENTS



NO BOTTLED OXYGEN

NO EXTERIOR SUPPORT

FREERIDE FROM THE TOPS

ALONE WITH NATURE

3 SNOW LEOS





Why the project is so unique?

PROFESSIONAL FILMING IN THE HARDEST CONDITIONS

- ❖ Higher than 8000+ m
- ❖ Under challenging efforts
- ❖ Without bottled oxygen & exterior support
- ❖ Severe weather conditions





OUTDOOR PROJECT-OF-THE-YEAR “CRYSTAL PEAK 2017” AWARD

“Death zone freeride” project got the “Crystal Peak 2017” award in “Outdoor project-of-the-year” nomination. It is comparable with “Oscar” award for Russian outdoor sphere.





Team



ANTON PUGOVKIN

Snow Leopard.
MC in mountaineering. Manaslu
freeride 8163m. High altitude
cameraman.



VITALY LAZO

Snow Leopard. Leader
of "Mountain territory" club.
Ski-mountaineer. Participant
of more than 20 high altitude
expeditions.



CARLALBERTO CIMENTI

The first Italian Snow Leopard.
Specializes in a ski mountaineering.





Mountains of the project



Manaslu

8163m



Annapurna

8091m



Nanga-Parbat

8125m



Everest

8848m



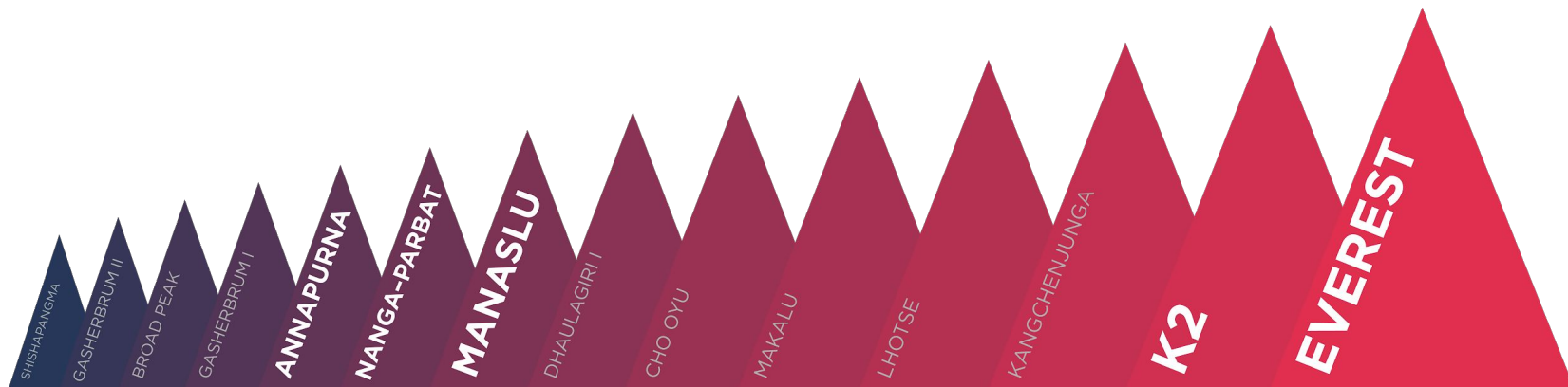
K2

8611m





The highest mountains on Earth



- ❖ **8027 m** Shishapangma
- ❖ **8035 m** Gasherbrum II (K4)
- ❖ **8051 m** Broad Peak (K3)
- ❖ **8080 m** Gasherbrum I (Hidden Peak, K5)
- ❖ **8091 m** Annapurna
- ❖ **8126 m** Nanga-Parbat
- ❖ **8156 m** Manaslu
- ❖ **8167 m** Dhaulagiri I
- ❖ **8201 m** Cho Oyu
- ❖ **8485 m** Makalu
- ❖ **8516 m** Lhotse
- ❖ **8586 m** Kangchenjunga
- ❖ **8614 m** Chogo Ri (K2)
- ❖ **8848 m** Chomolungma (Everest)





Mountains that we climbed on

MANASLU

September 2017

The first and unique freeride descent from the altitude 8000+ meters among Russian sportsmen.

The anoxic ascent was performed by pair of Vitaly Lazo & Anton Pugovkin in September 2017. Successful summit and freeride descent from the altitude 8163 m.

“Death Zone Freeride” movie production.

<https://www.youtube.com/watch?v=IUdBPbHTF-A>



8163_m





Mountains that we climbed on

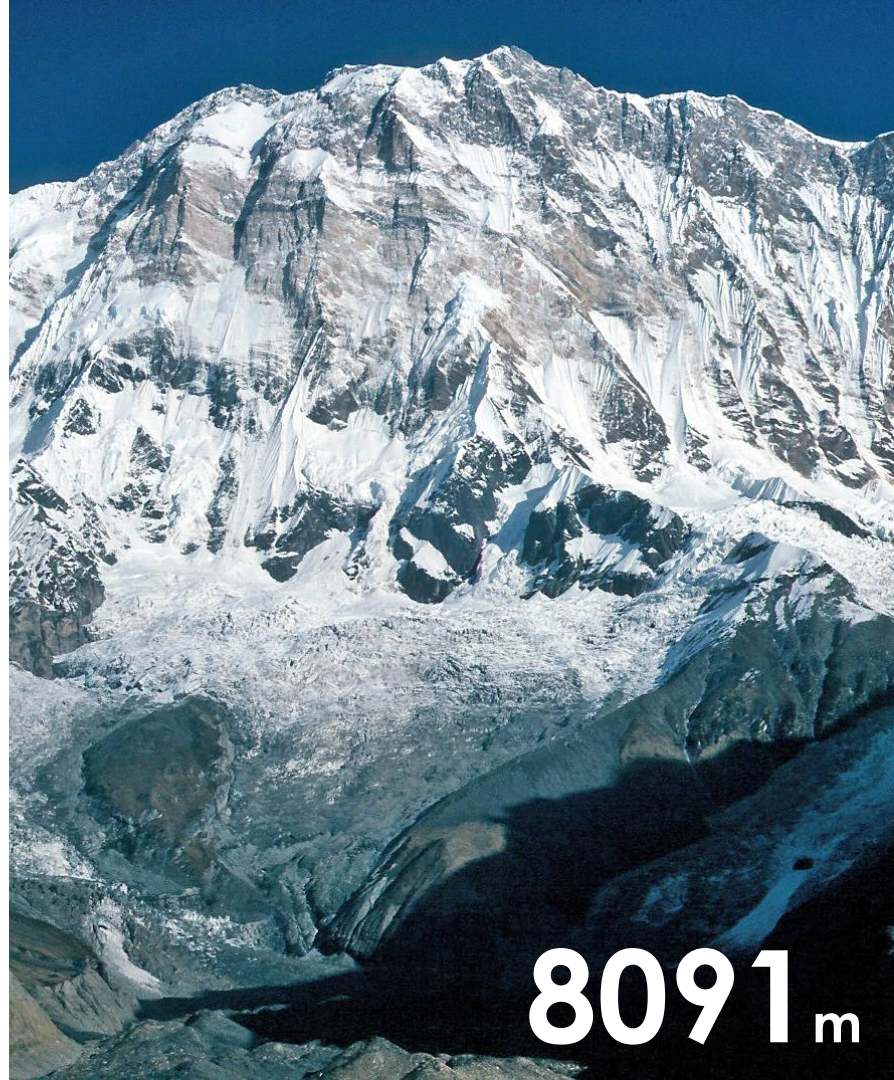
ANNAPURNA

September – October 2018

Expedition to the deadliest 8000er occurred in October–November 2018. The attempt was cut short owing to high risk of ice and snow avalanches. The team estimate the expedition successful cause they managed to come back from the Himalayan alive and filmed one of a kind shots.

We produced the movie “Annapurna. Thanks to stay alive” as an outcome of this expedition.

<https://www.youtube.com/watch?v=0gnyUh6KHbg>



8091_m





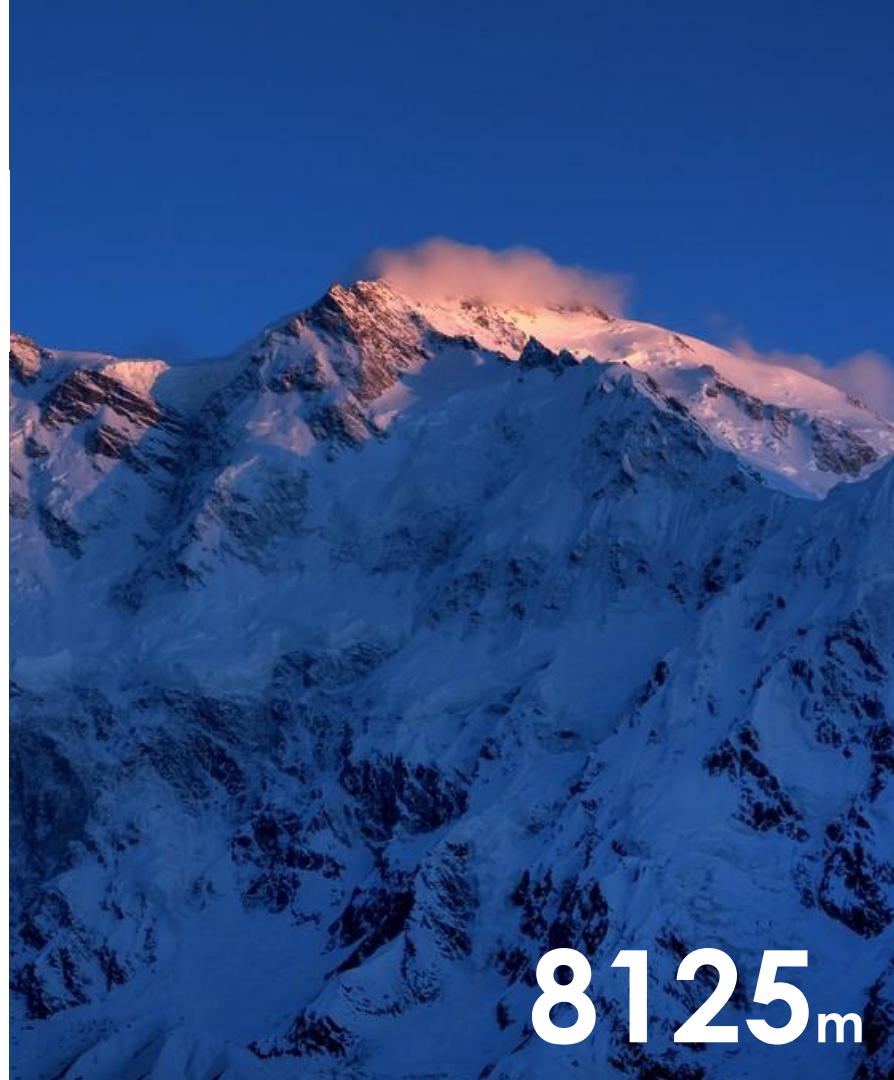
Mountains we are going to climb on

NANGA-PARBAT

June – July 2019

CARLALBERTO CIMENTI is the first Italian Snow Leo who has joined the Russian pair of mountaineers on this stage of the project.

The team will climb on Diamir Face, film unique shots, make long length movie about human struggle with themselves and force of nature. And surely, ski down from the top.



8125_m



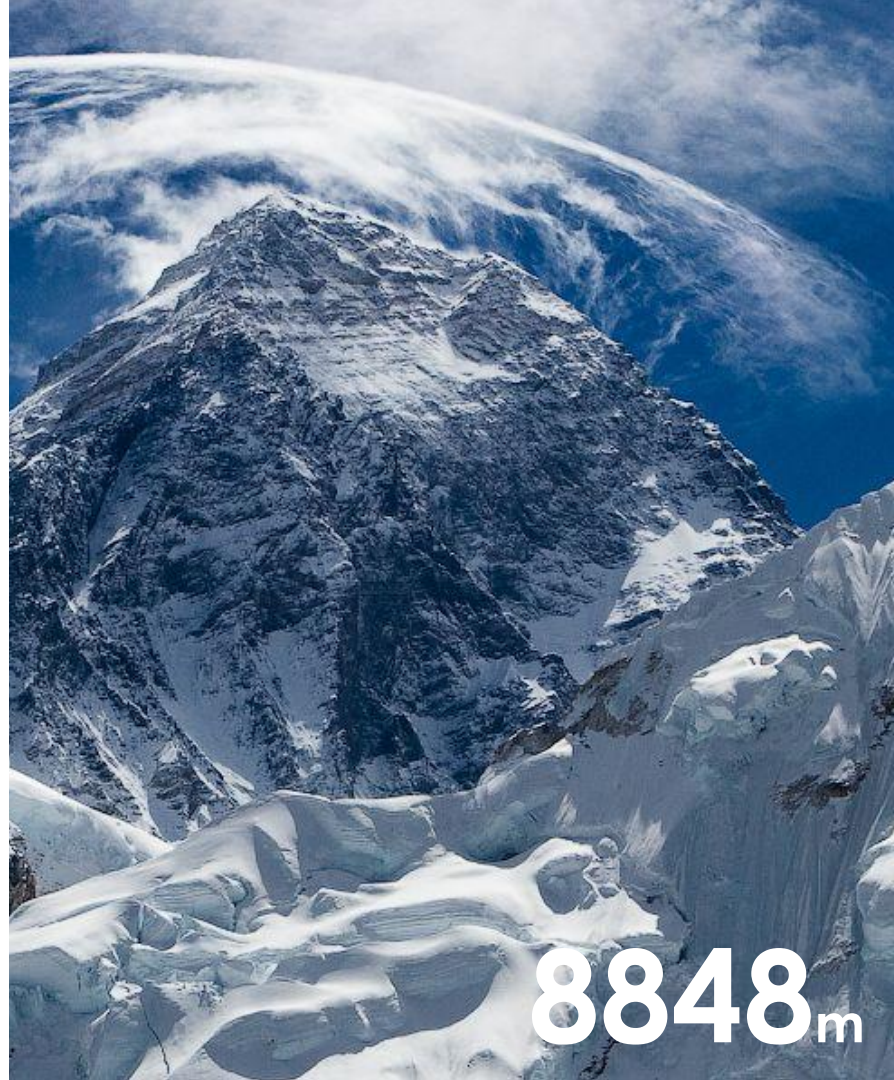


Mountains we are going to climb on

EVEREST

April – May 2020

The mountain that is no need to be presented by any words. The expedition is scheduled for 2020. World level bid on the first ski descent from the East Face of the Everest. The face that tempted sportsmen from all over the world but still isn't conquered. The main objective is to create a 2 episode documentary movie about teamwork and the ascent in the harshest conditions. Also the movie will be about the preparation for the expedition as well as the key role will be one of a kind shots that shows of the high altitude work and a human's struggle with the nature and self-weaknesses.



8848_m



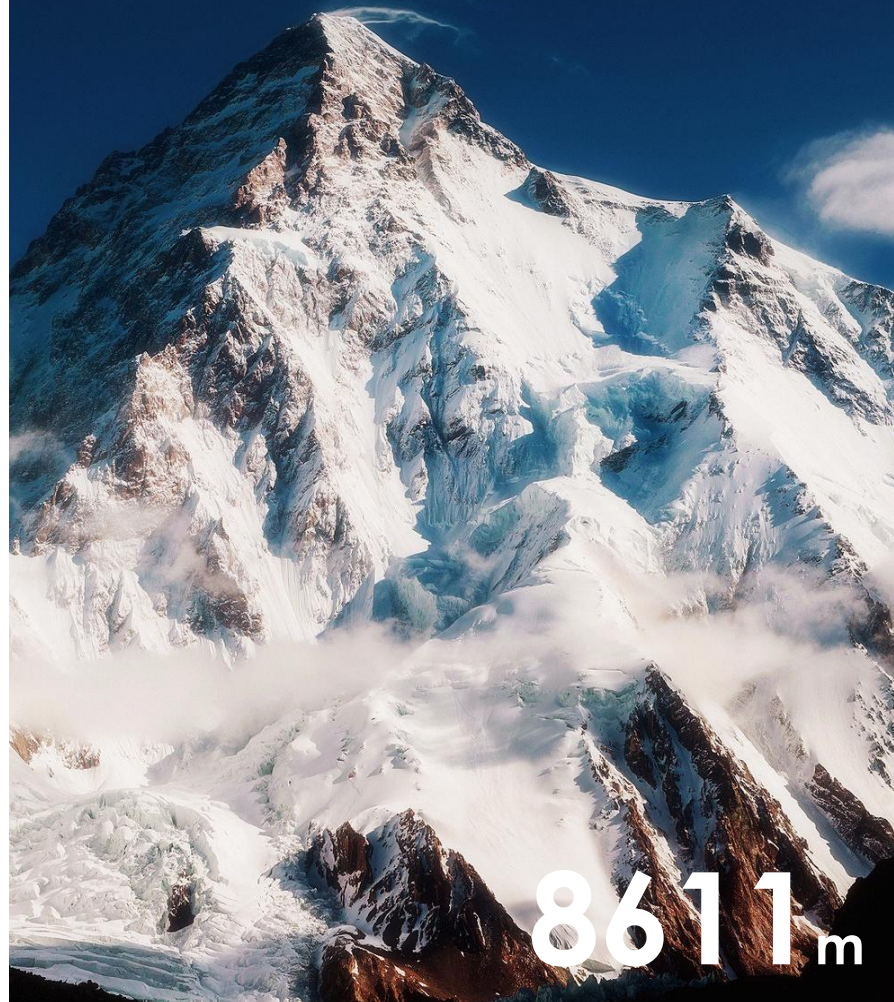


Mountains we are going to climb on

K2

July 2021

Expedition to the most northerly 8000er is scheduled on July-August 2021. K2 is the second-highest mountain on Earth and the second highest death rate mountain after Annapurna.



8611m





Held Media Campaign

1 Step:

MANASLU EXPEDITION

More than 500 people watched the movie on the off-line events in Moscow, Saint Petersburg, Krasnay Polyana, Ekaterinburg, Petropavlovsk-Kamchatcky.

Together with movie screening the team participants also gave a live talk about the expedition.

«**DEATH ZONE FREERIDE, 8000+»**

THE MOVIE WAS ALSO APPLIED FOR OUTDOOR FILM FESTIVAL.



A **20-MINUTE** FILM



MORE THAN **500 000 PAGE VIEWS**



MORE THAN **10 000 LIKES**



MORE THAN **2 000 COMMENTS**

THE OVERALL COVERAGE OF THE PROJECT IS MORE THAN 1 000 000 PEOPLE

COVERAGE IN SOCIAL SITES MORE THAN **400 000 PEOPLE**





Held Media Campaign

2 Step:

ANNAPURNA EXPEDITION

More than 1500 people watched the movie on the off-line events in Moscow, Saint Petersburg, Krasnay Polyana, Ekaterinburg, Krasnoyarsk.

Reports on NTV and Moscow 24:

<https://www.ntv.ru/video/1637071>

<https://tv.m24.ru/videos/164492>

«ANNAPURNA, THANKS TO STAY ALIVE»



A **30-MINUTE** FILM



MORE THAN **40 000 PAGE VIEW**
IN **2 WEEKS**



THE FORECAST TO THE END OF 2019:
MORE THAN **1 000 000 PAGE VIEW**
MORE THAN **5 000 000 PEOPLE**

THE OVERALL COVERAGE OF THE PROJECT IS MORE THAN 2 000 000 PEOPLE
(MASS-MEDIA AND SOCIAL NETWORKS)



The project mentioned

- ❖ LIFE NEWS,
- ❖ ARGUMENTS AND FACTS,
- ❖ MEN'S HEALTH,
- ❖ REGNUM,
- ❖ NTV,
- ❖ MOSCOW24,
- ❖ MATCH TV,
- ❖ RISK.RU (THE LARGEST OUTDOOR PORTAL IN RUSSIA),
- ❖ MOUNTAIN.RU,
- ❖ MOUNTAINPLANET.COM,
- ❖ SKI.RU,
- ❖ FOX,
- ❖ CHANNEL T24,
- ❖ RMGA,
- ❖ TOCHKA OTRIVA.



Our partners





We are offering You to become our partners

Potential activate for partners:

- ❖ Display of a partner's identica on the ad vehicles of the project
- ❖ Events for media
- ❖ Mention and display logo of the brand\company\ product in a movie
- ❖ Display of a partner's logo \ product in photo-, videochats on talks, conferenses, press-conferenses
- ❖ Inclusion in internet ad campaigns (SMM with a usage of project's profiles and private team's profiles)
- ❖ Special projects
- ❖ Enabling ad places on equipment and sport clothes (size & amount by agreement)
- ❖ Agreement in usage sportsmen's name in an ad campaigns
- ❖ Participation in partner's events
- ❖ Ad posts in social networking sites



NO SHORTCUT

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