



PRESS RELEASE

## HIS MAJESTY ALBERT II, PRINCE OF MONACO RETURNS TO ALTA BADIA FOR THE WORLD STARS SKI EVENT

**From 24th to 26th March 2017, Alta Badia welcomes the Prince of Monaco and internationally acclaimed sports stars and celebrities from the world of entertainment for an event where sports, lifestyle and charity come together.**

**Alta Badia (Italian Dolomites / South Tyrol)** – Alta Badia has the honour of hosting the prestigious World Stars Ski Event at the end of March. In attendance, many famous faces from the world of sport, entertainment and business, as well as His Majesty Albert II, Prince of Monaco.

The idea behind organising a charity event in the heart of the Dolomites, a UNESCO World Heritage site, comes from the fund-raising association A.S. Star Team for Children. This organisation, created in Montecarlo in 1993 by Prince Albert II of Monaco and Mauro Serra supports fund-raising for all the needy children around the world. Since its establishment to date, hundreds of charity events have taken place and these have allowed numerous projects to take off.

The event's participants will go head to head in several competitions on the Alta Badia snow from 24th to 26th March 2017. The programme includes an Alpine skiing competition on the Doninz Slope on Saturday 25th March at 10.30am. The lunch will be served after the race from Andrea Irsara, the chef of the Gourmet Restaurant La Stüa dla Lâ. The most prestigious event on the calendar that weekend is the Gala Dinner, which will be attended by His Majesty Albert II, Prince of Monaco and all the members of the Association. The Gala Dinner will take place on Saturday 25th March at the Relais & Chateaux Hotel Rosa Alpina. The menu will be designed by two-star Michelin chef, Norbert Niederkofler of the St. Hubertus Restaurant.

There are a limited number of places available for the Gala Dinner, purchasable until sold out. Tickets cost € 250 per person (€ 350 after 15th March, if still available). In addition, 10 people will get the chance alongside the members of the Star Team for Children Association to participate in the entire programme of Saturday 25th March, which features a biathlon and Alpine skiing competitions, and an award ceremony at the headquarters of the World Cup Organising Committee, during which refreshments will be served by Chef Andrea Irsara of the Stüa dla Lâ restaurant in Badia. The final event of the day will be the Gala Dinner. The price to take part in the entire programme is € 600 per person. For more information and bookings, you can contact the Tourist Information Office: [lavilla@altabadia.org](mailto:lavilla@altabadia.org), or +39 0471 847037.

**For further information:** Tourist Board Alta Badia – [www.altabadia.org](http://www.altabadia.org) – Tel.: +39 471/836176-847037 – Email: [info@altabadia.org](mailto:info@altabadia.org)

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