

HEADING

White Carpet Ride in Obertauern

SUBHEADING

Ski together in support of men's health

SHORT TEXT

Evening wear on skis and a loosely knotted tie: on **27 November 2026**, the floodlit slope at the Edelweissbahn lift becomes the White Carpet. Guests and locals come together to raise awareness of men's health and the early detection of prostate cancer.

TEXT

A suit or an evening gown, with ski boots underneath: at the White Carpet Ride, elegance meets the joy of winter. Men and women are invited to ski down the floodlit slope together and draw attention to a subject that is often put off in everyday life.

The loosely knotted tie is a nod to the **“Loose Tie” initiative of Austrian Cancer Aid**. With a touch of humour, it reminds people to look after their health. Partners, family and friends can also offer encouragement, through a conversation or a caring reminder not to put off early detection checks any longer.

For almost ten years, Obertauern has supported women's health through Pink Ribbon. At the start of winter, the focus now turns to men. Lights, fire, music and delicious food set the scene for the evening. Admission is free: join in, enjoy skiing down the slope together and support the initiative.

HARD FACTS & LINKS

- Friday, 27 November 2026
- Floodlit slope at the Edelweissbahn, Obertauern
- Ski together in suits and evening gowns, with a loosely knotted tie as a symbol of the “Loose Tie” initiative, in support of men's health and the early detection of prostate cancer
- Free admission | Guests and locals are welcome

www.obertauern.com/en/