



Press Release

A chance for winter sports adrenaline junkies to claim gold

Switzerland, November 2012: The four-man US bob team that participated in the 1928 Olympics, which took place in St. Moritz, only started practising together 18 days before the event. And still they won gold. What's more, three members of that team had never been in a bobsled before. So participating in one of the Kulm Hotel St. Moritz's bob packages this season *could* be the start of the path to Olympic glory. But we're not making any promises!



The Kulm Hotel St Moritz (www.kulmhotel-stmoritz.ch) has put together three packages for modern-day winter sports adrenaline junkies.

The “**Cresta Run**” package includes three nights' accommodation, plus a lavish daily breakfast and lunch in the Sunny bar (the meeting point of the Cresta riders off the shutes), as well as five Cresta rides over 2 or 3 days including tuition, equipment and a 25-minute massage – essential for easing the pain after a ride! The package costs from CHF 1,545 (approx £1,030) per person sharing a double room and is available from 13 January 2013 to 8 February 2013. Please note that women, who are not allowed down the Cresta Run, receive a credit of CHF400 to use in the brand new £8million Kulm Spa St. Moritz, as an alternative.

Women are, however, allowed to participate fully in the “[Bob Taxi Ride](#)” package, which includes two nights’ accommodation on a half-board basis, a bob taxi ride (with a certificate and an Olympic Bob Run pin), a relaxing 20-minute hydro jet Alpine herb bath and unlimited use of Kulm Spa St. Moritz. Prices start from CHF980 (approx £655) per person sharing a double room and the package is available from 13 January 2013 to 8 February 2013 (Sunday to Thursday inclusive).

The “[Monobob](#)” package is exclusive to Kulm Hotel St. Moritz guests, who will get the chance to pilot a monobob down the ice run, from the heart of St. Moritz to the bottom of the valley, thundering through the Horse Shoe turn at speeds of up to 75mph and 3g compression! This really is a ride that gives the feeling of unrivalled adventure, so it’s definitely not for the faint-hearted, just those with nerves of steel! The package includes two nights’ B&B accommodation, two monobob runs (following training from a pro), lunch at the Bob restaurant, a curling lesson and an aperitif followed by dinner in the Sunny Bar, as well as unlimited use of Kulm Spa St. Moritz. Prices start from CHF1,470 (approx £985) per person sharing a double room and the package is only available on specific dates, namely 14 to 16 January and 24 to 26 February 2013.

For more details and to book, please call +41 (0) 81 836 8000, email reservations@kulmhotel-stmoritz.ch or visit the Kulm Hotel St Moritz website (www.kulmhotel-stmoritz.ch).

Ends

NOTES FOR EDITORS

History of the Cresta Run & Bob: When the first British guests arrived to winter in St Moritz in the late 19th century, they looked for ways to amuse themselves until one bright spark came up with the idea of using the natural slope from St Moritz to the neighbouring hamlet of Celerina to create an icy chute, down which they could throw themselves attached to a tiny sled. The Cresta Run was born. Roughly 20 years later, in 1904, the St Moritz Celerina Olympic bobsled was created (which is used for the Bob Taxi Ride). Today, they remain the oldest runs in the world and the only ones made entirely of naturally formed ice.

The monobob is a much more modern invention. It was only in 1979 that Renzo Podar constructed the first ever single-seater bobsled, in the Italian resort of Cortina d’Ampezzo. With its old-fashioned upright chair and steering wheel, it was seen as a bit of a practical joke at the time. Today’s monobob, again built by Renzo Podar, is a very different bit of equipment, a serious design that has been carefully planned and constructed. Podar designed it but Donald Holstein is the man who has finally recognised its potential. Holstein has promoted the development of this new sport in St. Moritz, which is rapidly gaining fans around the world.

Kulm Hotel St. Moritz was the first hotel to be built in St. Moritz. The Kulm Hotel opened its doors in 1856 and immediately became popular for summer spa and painting holidays, particularly among the British who comprised around 75% of the hotel guests. The owner of the Kulm Hotel, Johannes Badrutt, initiated winter holidays to St. Moritz from 1864.

Since the 19th century, the Kulm Hotel has changed considerably through expansion and renovation, but the fabulous location at the heart of St. Moritz with views over the Lake remains the same. A member of The Leading Hotels of the World, Kulm Hotel St. Moritz has 173 rooms, five restaurants (offering formal dining, French fine dining – the K awarded 15 points by GaultMillau, Italian, local Engadine specialities and Japanese with 13 GaultMillau points), the extensive Kulm Spa St. Moritz (with a 20m indoor pool, various saunas and steam room, a Jacuzzi, a fully-equipped gym and treatment rooms, all with stunning views over Lake St. Moritz) and six conference rooms, with capacities ranging from 50 to 500 people.

Entertainment and sports facilities include the 9-hole Kulm Golf Course St. Moritz, three tennis courts, a natural ice rink, a curling field and the “Marmotta Club” for children. The Kulm Hotel St. Moritz is inextricably linked to the Cresta Run through the Sunny Bar, where tobogganing pilots have congregated for decades; the walls are lined with trophies and images of famous people who have hurled themselves down the infamous ice track.

Recent awards for the Kulm Hotel St. Moritz include 15 GaultMillau points for the hotel’s gourmet restaurant the K in 2012. In the latest ranking list of Switzerland’s best winter hotels, Kulm Hotel St. Moritz is ranked at number 4 in the category of five star hotels as 'one of the best managed and most excellent hotel in the Alps with immaculate consistency'.

Room rates start at CHF575 (approx £380) per night for a double room including half-board, wireless internet as well as free access to the Kulm Spa St. Moritz and the hotel's ice rink. Reservation can be made by phone +41 81 836 8000 or by e-mail via reservations@kulmhotel-stmoritz.ch.

Both the Kulm Hotel St. Moritz and its sister property Grand Hotel Kronenhof (www.kronenhof.com) in nearby Pontresina are owned by the Niarchos family.

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