

el Periòdic News

LEISURE

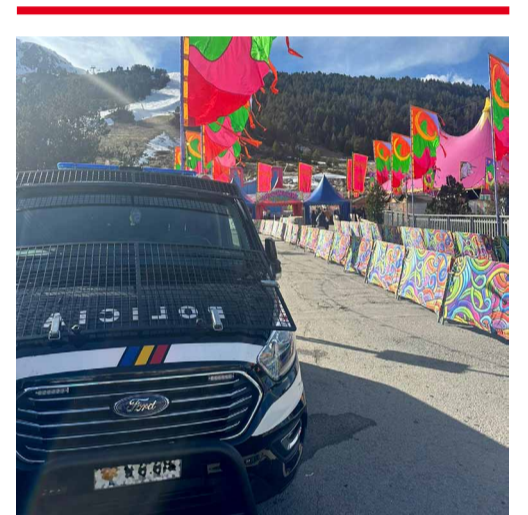
Andorra hosts, for the second consecutive year, the Snowrow festival

Renowned DJs such as Adam Beyer, Marco Carolla and Andrea Oliva will take the stage

A.C.



The entrance to the festival area, yesterday at noon.



Special police device with forty officers on the occasion of the Snowrow

►► The Police has launched a special security device for the celebration of the Snowrow.

The objective of the deployment is to guarantee the safety of all attendees, especially on Friday and Saturday, when it is planned that up to 8,000 people can gather in the marquee located in the Cubil car park. The Police remind that narcotics checks will be carried out at the entrances to the site.

The device, reinforced with respect to the first edition, is made up of 40 agents and commands from the Citizen Security Unit, the Technical Intervention Unit, the Borders and Foreigners Unit, the Road Safety Unit and the Judicial Police Area and Criminal Investigation.

The device has been coordinated with the organization, private security and the rest of the emergency services and will ensure the safety of the participants in what is expected to be the most crowded festival in recent months.

EL PERIÒDIC
ENCAMP

The Snowrow festival has returned to the country for another year. After the success of the last edition, Grandvalira has once again hosted the event that will bring the ski season to a close. Last Thursday the festival started with performances by Arielle Free, Daniel Orpi, De la Swing, Latmun, Maup and Toni Varga, among others, and will last until next Sunday, April 7th.

During the four days of the festival, internationally renowned DJs such as the Neapolitan DJ and producer Marco Carola, the Swe-

dish Adam Beyer, captain of the prestigious Drumcode label, and the DJ and producer from Livorno, Ilario Alicante, will take to the stage.

Although the party with a tent ready for 8,000 people is the highlight, during these four days there will also be snow activities, après-ski, games for all ages, theater performances and shows.

The highlight of the event is expected this afternoon and tomorrow when, in addition to the DJs mentioned above, Andrea Oliva will also perform.

As the CEO of elrow, Juan Arnau, commented in an interview with this medium, the Snowrow

«is perfect because we get people to come and spend the whole day on the ski slopes. The idea is for attendees to ski in the morning and to offer them different activities for all members of the family in all areas of the resort, especially in Pas de la Casa and Grau Roig». Then, from 4:00 p.m., the musical part is offered with electronic DJs until 12:00 a.m.

Elrow is an immersive party where the customer is an active part. The company puts on the decorations, the effects, the inflatables and the DJs, but «when we get the customer to be an active part of the show is when we achieve success». ●

E-SPORTS

FIVE Media Clan, best team in Europe and beats FC Barcelona

EL PERIÒDIC
ESCALDES - ENGORDANY

FIVE Media Clan, the Andorran Sports team founded in 2021 by three young people from the country, Roger Espuga, Dani Lorenzo and Sergi Martí, achieved a historic milestone in the world of video games by being proclaimed the best team in Europe and third in the world of the Miami Major of Call of Duty, obtaining 16,000\$ in prize money and awarded as the revelation team of the championship, beating Boston and Texas.

As for VALORANT, the Andorrans have finished in fourth place in their first year competing in the Spanish first division, surpassing even the renowned FC Barcelona, which finished fifth.

FIVE competes in two professional video game disciplines from the beginning of 2024. One of them is Valorant, in the first Spanish division, and in Call Of Duty, where they compete at a European and global level, with face-to-face competitions in several cities in the United States. Leagues and championships owned by companies like MediaPro and Microsoft, which can be followed openly on Twitch and YouTube.

The entry of Andorrans into these two video game disciplines and competitions during 2024 has been a surprise both nationally and internationally. In their tour of face-to-face competitions in the United States, they have surpassed all the teams in Europe for the second time in a row, consolidating themselves as benchmarks in the world of electronic sports and in particular Call Of Duty.

The club, in addition to its excellent performance in Sports, has also built a strong presence and digital community, develo-



Renkor, Call Of Duty player from FIVE Media Clan during the championship.

ping its own clothing brand and establishing relationships with renowned YouTubers RickyEdit and Agustin51, residents of the



ROGER ESPUGA
CO-FOUNDER OF FIVE

«It was totally unexpected to be top 1 in Europe and top 3 in the world. We competed and won against our 2021 benchmarks when we started»

country who act as co-owners. Facts that, to the disbelief of the world, have positioned Andorra on the international map of electronic sports, with FIVE being its only representative at the forefront of the rankings.

The club is not only present in the field of video games, but has also demonstrated its ability to digitally transform companies and institutions, contributing to the technological development of Andorra. Among his most recent achievements is the direction of the winning campaign in the municipal elections of Desperta Laurèdia, further consolidating his influence and prestige inside and outside the country.

FIVE Media Clan continues to

prove that with determination, talent and hard work, dreams can become reality, putting the country on the global map and inspiring future generations of entrepreneurs.

From El Periòdic, we spoke to Roger Espuga, one of the founders, to explain to us, first-hand, how they got here. «The fact that we are young and consumers of this same sector has given us a very big competitive advantage in the sector and so far all the projects we have done have gone very well», he explains. Regarding competitions, «in 2024, due to our good competitive track record in the 2nd division of the Valorant discipline, MediaPro contacted us, together with Barça, to offer us a place in the Spanish

Five Media Clan achieves a historic milestone in the world of video games: being the best team in Europe

first division. From there we formed the best competitive team possible, despite the few resources we have, and we reached 4th position, even ahead of them». The same thing happened with Call Of Duty, the other discipline in which they compete, but the competitions are at the European and global level. In this discipline, face-to-face «Majors» are held in several cities in the United States and «here it was totally unexpected that we could be top 1 in Europe and top 3 in the world. We even competed and won against our 2021 benchmarks when we started.»

Espuga emphasizes that «we are excited to drive the Andorra brand as a club». ●