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tribe

...is the new voice in snowsports. Or, more accurately, an established voice, but in a new medium as 'Tribe' is a new magazine from **Natives.co.uk** – the UK's leading snowsports website.

We reckon it's time to provide UK skiers and boarders with a magazine that stays true to the independent Natives voice, and that focuses on seasonal life as well as catering to the "season workers in spirit" who comprise most of our audience.

And that's the common thread amongst the Natives Tribe – it's not about just being a snowbum, it's about feeling connected to that mountain life, to finding the vibe that resonates deep in your psyche's core, drawing out passion and commitment in equal measure.

Those who feel it know snowsports could never JUST be a hobby. You can't take or leave it. It becomes a part of your very soul. The combination of fulfilment, thrill and emotional belonging are hard to explain, but easy to recognise.

There is a word for it – 'The Stoke'. It comes courtesy of our American brethren and captures the essence of adrenaline sports. It's that moment when you feel all the chthonic energy of the mountain; when the collective buzz from your fellow riders, the simple pleasure of dynamic motion and the adrenaline burst of overcoming danger, channel themselves through your body in an outburst of sheer exuberance.

You're at one with the universe, sparks come off your fingertips, tingles run up and down your spine.

That moment imprints itself firmly in your mind and, wherever you go from there, whether back to an office or on to a professional freerider's career, that sensation will both live with you and draw you back to the slopes.

Tribe – the magazine for those who feel 'The Stoke'

Enjoy

The Natives Team

COVER: Clare wears Pink Powder in Courchevel 1850

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263 Putney Bridge Road,
London, SW15 2PU
Tel: +44 (0)20 8788 4271
Email: tribe@natives.co.uk

The Tribe team: Phil Martin, Victoria Hicks & Iain Martin
Contributing writer: Tom Greenall
Contributing Photographers: Andy Green, Phil Martin, Simon Clark, Matt Kingsnorth, Will Blair, Tom Greenall, Victoria Hicks
Design: JS Design
Email: jsemple@gotadsl.co.uk
Print & distribution: Uckfield Press
Tel: 01273 837940

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tribalcontents

4 **Tribal Talk**
Latest news from the Tribal drums

7 **BUSC 06/07**
Student events lowdown

8 **Showing Love**
Are we good at partying? The Show Love Tour says yes!

10 **Recipe of the week...**

11 **Get Native at Boarderweek '06**
Save 30% on a week-log trip to Val Thorens

12 **Wacky Races**
News from the award-winning Workers Challenge race series

14 **Off The Rails**
A rail slide comp at night? Welcome to the Fat Face Night Ski

18 **Massif Attack**
Tom Greenall takes on Mont Blanc du Tacul

22 **How to...**
Survive an avalanche!

24 **Poles Apart**
Zakopane – the Chamonix of the Tatras

27 **Going Green**
Check your carbon emissions

28 **Steeze, Bling & 2007**
What's new in the world of equipment

32 **Tri and Snowsports**
Triathlon is the new black

34 **Bar Guide**
The Alps' best drinking holes

35 **Are you Feeling it?**
We track the rise of The Feeling

36 **Ask Jo**
Your questions answered

38 **In The Backcountry**
Make a difference – buy in Britain