

INTERNATIONAL SKI FEDERATION

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Oberhofen, Switzerland 05.06.2018

FOR IMMEDIATE RELEASE

FIS MEDIA INFO

Coop joins FIS Cross Country World Cup as Title Sponsor

Coop Norway has entered into a long-term sponsorship agreement with the International Ski Federation (FIS) as title sponsor of the FIS Cross Country World Cup.

"We are both proud and happy to have reached an agreement with FIS. Coop is one of Norway's largest sponsors of recreational sports and sports in general. Our strategy is to be well present within the largest sports in Norway. This is in order to reach the breadth of Norwegian sports and most of our customers and co-owners," said CEO Geir Inge Stokke.

The agreement lasts for four years, with an option of four additional years. Coop will receive comprehensive visibility and will use the FIS Cross-Country World Cup with the Tour de Ski and other exciting events to engage and motivate children and youngsters to be active.

"Our goal is to reach as many people as possible and get the most children and young people into activity. In order to do so we have to be present in the sports that engage most of the Norwegians. Cross-country skiing is one of these sports in particular, and we are very pleased with the agreement we have now reached with the International Ski Federation," said Stokke.

"We are pleased to welcome Coop Norway to the FIS sponsor family," said FIS President Gian Franco Kasper. "Coop has long shown a deep dedication to keeping the next generation of children active in snow sports, which is at the heart of FIS and its activities. Together with Coop we look forward to the next four years working towards our common goals."

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About FIS

FIS is the governing body for international skiing and snowboarding, [founded in 1924](#) during the first Olympic Games in Chamonix, France. Recognized by the International Olympic Committee (IOC), FIS manages the Olympic disciplines of [Alpine Skiing](#), [Cross-Country Skiing](#), [Ski Jumping](#), [Nordic Combined](#), [Freestyle Skiing](#) and [Snowboarding](#), including setting the international competition rules. Through its 130 member nations, more than 7'500 FIS ski and snowboard competitions are staged annually. Specific initiatives are undertaken by FIS to promote snow activities as a healthy leisure recreation, [notably for the young](#). For more information, please visit www.fis-ski.com.