

INTERNATIONAL SKI FEDERATION

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FOR IMMEDIATE RELEASE

FIS MEDIA INFO**Excellent 2015 FIS Alpine World Ski Championships close in Vail-Beaver Creek USA**

After thirteen days of top level sports action and excitement filling the tribunes and the town centre alike, the FIS Alpine World Ski Championships 2015 in Vail-Beaver Creek, Colorado closed on Sunday, 15th February.

During the 11 competitions, many nations had a chance to shine. Altogether, 10 nations won medals as Austria topped the medal standings with nine medals, eight individual ones and a gold won by the team. Austria had a particularly strong showing from their ladies which accounted for five of the individual medals. Team USA flourished in the second week earning two gold medals to bring their total to five, while with her three medals, Tina Maze alone put her country in third place in the medal standings.

Individually, Anna Fenninger (AUT) and Tina Maze (SLO) were the most successful skiers with gold medals in the super-G and giant slalom and silver in the downhill for Fenninger, while Maze won gold medals in the downhill and Alpine combined and silver in the super-G. On the men's side, Marcel Hirscher was the most decorated athlete winning the Alpine combined, a second gold in the Nations Team Event and silver in the giant slalom. The only other man to win more than one medal was Ted Ligety who earned bronze in Alpine Combined and gold in giant slalom.

The USA athletes made their fans wait until the technical events to win races. Ted Ligety stormed the 2nd run of the giant slalom to claim their first gold medal and his third consecutive World Championship giant slalom title. Mikaela Shiffrin, the hometown girl from Vail, capped off a memorable Championships for the host nation with victory in the ladies slalom, retaining the title she won in Schladming 2013.

The men's downhill and ladies slalom brought the most spectators to the Red Tail stadium with more than 25,000 in total packing the stadium, hospitality tents and lining the Birds of Prey course on both days. Also a highlight was when action moved to Vail for the Nations Team Event. The American fans enjoyed the knockout format as the day was a big hit among both athletes and spectators.

Some 125,000 spectators attended the 11 competitions and the official opening ceremony; whilst close to 100,000 visited the Medals Plaza in Vail to create a wonderful atmosphere for the evening ceremonies and vast line-up of concerts.

At the closing press conference FIS Secretary General Sarah Lewis stated: "From start to finish, these have been excellently organised and memorable World Championships. It is a tribute to the professional work and dedication of the Organising Committee during the last five years. The enthusiasm of the officials, volunteers and spectators created a fantastic atmosphere that gave the athletes the ideal backdrop to shine."

The Colorado weather also cooperated almost perfectly during the two weeks. With the exception of the men's super-G, which had to be postponed for one day due to heavy snowfall, blue skies greeted the world's best skiers every day. To conclude the Championships with a real winter atmosphere, the snow started to fall during the men's slalom.

Outside of the races, the programme at the Medals Plaza was a massive success. Free concerts every night including major headline bands such as Bare Naked Ladies, O.A.R. and CeeLo Green provided entertainment following the Medals Ceremonies attracting up to 16'000 visitors per night.

President of the Vail 2015 Organising Committee Ceil Folz said, "We exceeded all of our goals and are more than satisfied with the result of these World Championships. I am personally very satisfied and very thankful to my whole team and would particularly like to express sincere thanks to the more than 2,200 volunteers."

Folz added: "A major goal for both the Organising Committee and USSA was to generate interest and put Alpine ski racing on the map in America. Thanks to the massive interest and media coverage during the World Championships, I believe we have taken a major step to do just that."

Facts and Figures

- 125,000 spectators at the races
- 100,000 visitors at Medal Plaza
- 1,200 accredited media representatives
- 2,200 volunteers
- 9,200 accreditations
- 68 nations
- 500 athletes
- 27 nations broadcasting live
- 200 camera positions
- 70 hours of live coverage over 14 days

Online Channels

FIS Website

- 13.5 million page views on www.fis-ski.com
 - 2.5 million page views of Alpine live timing
 - 2.1 million on the Alpine and Vail 2015 sub pages
- Most successful day – Sunday, Feb 8th over 1.6 million page views (350,000 unique visitors)

Fisalpine Twitter:

- 2000 new followers
- 1.7 million impressions (users reached on Twitter)
- Over 1,600 retweets and 2,300 favorites
- Most successful post – Ted Ligety’s gold in GS (150 retweets and 160 favorites)

Fisalpine Facebook:

- 2,000 new fans (likes to the page)
- 10 million impressions (posts seen)
- Most successful post - Ladies’ super G post with (101,500 people reached, 8,000 likes, shares and comments)

Fisalpine Instagram:

- 770,000 likes on photos since beginning of WCh
- Most successful post - Ladies’ super G post with 6400 likes
- Most comments on post – Nations Team event post (114 comments)

The FIS Alpine World Ski Championships 2017 will be held in St. Moritz (SUI) from 7th to 19th February.

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About FIS

FIS, founded in 1924, is the governing body for international skiing and snowboarding. Recognised by the International Olympic Committee, FIS manages the Olympic disciplines of Alpine Skiing, Cross-Country Skiing, Ski Jumping, Nordic Combined, Freestyle Skiing and Snowboarding and sets the international competition rules. Through its 122 nations, more than 7'000 FIS ski and snowboard competitions are staged annually. Specific initiatives are undertaken by FIS to promote snow activities, notably for the young.

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