

**INTERNATIONAL SKI FEDERATION**

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**FOR IMMEDIATE RELEASE****FIS MEDIA INFO****Kitzbühel receives FIS Alpine Ski World Cup Organizer 2011 Award**

Kitzbühel, Austria, the Organizer of the legendary Hahnenkamm Races, was today presented with the inaugural FIS Alpine Ski World Cup Organizer Award for the 2010/2011 season at a ceremony during the ProWinter 2011 Trade Fair in Bolzano/Bozen (ITA).

The FIS OC Award is based on evaluations of each Organizer by key stakeholder groups of the Audi FIS Alpine Ski World Cup ranging from the athletes to team captains and representatives of the print and photographic media and broadcasters. Each group assessed in detail the various services they received per site during the 2010/2011 season at the 33 venues on the past season's calendar.

Another Austrian Organizer, Flachau was a close runner-up, following its ladies' night slalom on 11<sup>th</sup> January 2011. Val Gardena-Gröden (ITA) completed the top 3, narrowly ahead of Beaver Creek (USA) and Zagreb (CRO) in 4<sup>th</sup> and 5<sup>th</sup> places, respectively. Some 150 key participants of the Audi FIS Ski World Cup events during the 2010/2011 season contributed their feedback to the assessment.

Special mentions were awarded to the 'most friendly Organizers' in four sub-categories: the World Cup athletes selected Flachau as the most athlete-friendly Organizer while the team captains found Kitzbühel the most team-friendly Organizer. The membership of the AIJS (Association Internationale des Journalistes de Ski), who partnered with FIS to evaluate the Organizers from the perspective of the media, felt that last season's most media-friendly Organizer was Schladming (AUT), while the broadcasters felt best serviced by Kitzbühel.

The purpose of the FIS OC Award is to acknowledge the efforts of the Organizing Committees and to stimulate further development of the Audi FIS Ski World Cup series as well as recognize extraordinary ideas and engagement.

Established in 1966, the Audi FIS Alpine Ski World Cup is the only global series featuring the world's best ski racers week after week from October to March. The Audi FIS Ski World Cup consists of approximately 70 annual events at 25-30 venues in some 12 countries and is broadcast to more than 40 countries worldwide.

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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 112 member nations, more than 6'000 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](http://www.fis-ski.com).

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