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FOR IMMEDIATE RELEASE

**FIS MEDIA INFO**

**Oslo stages unforgettable FIS Nordic World Ski Championships 2011**

"Oslo 2011 will surely be remembered as spectacular championships," stated Gian Franco Kasper, FIS President on the final day of the FIS Nordic World Ski Championships in Oslo.

"Only in Norway, the birth land of Nordic Skiing, could we expect such masses of spectators making their way to the venue, day in and day out, regardless of the weather. The atmosphere at the new Holmenkollen National Arena was simply unforgettable. Besides the success of the host nation Norway that led the medals table, from an international perspective it is important to have a broad distribution of medals. With 12 nations winning a medal at Oslo 2011 (status before men's 50km), FIS can be pleased about the development of our Nordic disciplines and especially with the progress of ladies' Ski Jumping in the last two years since the premiere FIS World Championships at Liberec in 2009. There has been significant increase in both the breadth and depth of the discipline including in the number of participating nations and athletes."

President Kasper also said: "We also wish to extend great compliments to the television rights holder European Broadcasting Union and especially its host broadcaster, NRK, which have set new standards in the level of coverage provided to the enjoyment of TV audiences in the entire world. From the marketing perspective, Oslo 2011 also set new benchmarks in terms of both sponsor presentation on TV and extensive spectator activation on site."

"The Oslo 2011 Championships turned out to be huge success for the world broadcasters, despite some challenging weather conditions at times. During the final week-end, the host broadcaster NRK delivered a strong finish providing viewers around the globe with stunning pictures, giving true insight into the fantastic competitions and amazing atmosphere on Holmenkollen," said Ingolfur Hannesson, Head of Winter Sports for the EBU.

A total of 270'000 tickets were sold for 11 competition days at Holmenkollen, along with estimated 50'000 spectators for the opening ceremony and a total of 650'000 fans at the evening ceremonies in the city center of Oslo. In addition, 300'000 spectators are estimated to have followed the competitions outside of the stadiums and along the outer cross-country trails whilst some 35'000 campers have stayed overnight in the woods on Holmenkollen.

"Our mission for the Oslo 2011 Championships was to enthuse and spread winter joy and we can say with conviction that we have achieved this," said Svein Aaser, Chairman of the Board of Oslo 2011 organizing committee. "We would like to thank all the spectators and our 2'200 volunteers and various partners for their contributions during the last 12 fantastic days. We are especially happy to hear that the athletes really felt that they were at the centre of the event, which was one of our main objectives," added Asne Havnelid, CEO of Oslo 2011.

"From the sport perspective, we can say that the athletes truly enjoyed some of the most memorable moments of their careers. We believe this Championship provided enthusiasm for continuing their pursuit of excellence. Even more importantly, it provided an example of what is possible for the next generation of young athletes to work towards and dream of. We hope that this amazing display will encourage and grow participation in Cross-Country Skiing, Nordic Combined and Ski Jumping for many years to come," commented John Aalberg, Director of Sports at Oslo 2011.

The FIS Nordic World Ski Championships 2013 will be held in Val di Fiemme (ITA) from 20<sup>th</sup> February-3<sup>rd</sup> March 2013.

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#### **About FIS**

Founded in 1924 during the first Olympic Games in Chamonix, France, the International Ski Federation (FIS) aims to promote the sport of skiing and snowboarding and directs the development of all ski and snowboarding activities world-wide. FIS administers the Olympic disciplines of Alpine Skiing, Cross-Country Skiing, Ski Jumping, Nordic Combined, Freestyle Skiing and Snowboarding, including setting the international competition rules. With the help of its 112 member nations (one currently suspended), it stages more than 6'000 ski and snowboard competitions annually. FIS also makes recommendations for recreational skiing and snowboarding in the interest of all and promotes play in the snow as a healthy leisure activity for children and the youth. For more information, please visit [www.fis-ski.com](http://www.fis-ski.com).

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