



FÉDÉRATION INTERNATIONALE DE SKI  
INTERNATIONAL SKI FEDERATION  
INTERNATIONALER SKI VERBAND



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FOR IMMEDIATE RELEASE

## **FIS MEDIA INFO**

### **FIS to introduce new award for Audi FIS Ski World Cup organizers**

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Bozen (ITA), 13<sup>th</sup> April 2010/-- Established in 1966, the Audi FIS Ski World Cup presently consists of approximately 70 annual events at 25 venues in some 12 countries and is broadcast to more than 100 countries worldwide. It is the only global series featuring the world's best ski racers week after week from October to March.

From the 2010/2011 competition season onwards, FIS will present an annual prize to reward the Audi FIS Ski World Cup organizing committees. This new award will acknowledge achievements and new ideas by the organizing committees as well as show recognition for special promotional efforts. The goal of the award is to stimulate further development of the Audi FIS Ski World Cup series and, in time, to provide the organizing committees with a recognized quality label to use in their promotional campaigns.

FIS President Gian Franco Kasper commented: "The new FIS OC Award will help highlight the tremendous efforts the Audi FIS Ski World Cup organizing committees and their National Ski Associations invest in the organization of their events while providing a special recognition for the most exceptional ideas and the highest quality."

The new FIS OC Award will cover several aspects, including the following:

- Athlete-friendliness of Audi FIS Ski World Cup Organizing Committees - as evaluated by World Cup athletes
- Team-friendliness of Audi FIS Ski World Cup Organizing Committees - as evaluated by World Cup head coaches
- Media-friendliness of Audi FIS Ski World Cup Organizing Committees - as evaluated by the accredited media
- Innovativeness of Audi FIS Ski World Cup TV production - as evaluated by TV experts

The presentation of the first Awards will take place after the upcoming Audi FIS Ski World Cup 2010/2011 season at the Fair of Bolzano (ITA) in conjunction with PROWINTER 2011 in April 2011.

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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. It 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 110 member nations (one currently suspended), FIS 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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