

**PRESS RELEASE**

For immediate release

**COOP FIS Cross-Country World Cup returns to Quebec City**  
*March 13–15, 2020 on the Plains of Abraham*

**Quebec City, Thursday, December 5, 2019** – Just months after the COOP FIS Cross-Country World Cup Finals were hosted in Quebec City, Quebec Winter Events Corporation and event producer GesteV are thrilled to confirm today that the FIS World Cup will be returning to the historic Plains of Abraham this coming March 13 – 15, 2020. In a first for Quebec City, the 2020 World Cup stage will feature a classic-style sprint competition on the Saturday, followed by a freestyle sprint on the Sunday.

**A new kind of involvement for Alex Harvey**

Until just last year, the Quebec City stage of the World Cup was always a fantastic opportunity for the crowd to turn out and cheer on local favourite Alex Harvey. Now that Alex has retired from World Cup competition, he is excited to be much more involved in this year’s event. Fans will be happy to hear that as the official spokesperson of the World Cup event in March, Alex will be on hand throughout the weekend, so it will be easier than ever before for members of the public to meet him and ask him for an autograph. Naturally, we’ll all miss seeing Alex in action on the course, but he’s looking forward to standing on the spectators’ side of the fence and cheering on the world’s top cross-country ski athletes in his hometown. “It’s going to be a very special weekend, and one that’s dear to my heart,” said Alex Harvey. “I can’t wait to experience the excitement of an event like this on the Plains of Abraham and see my old rivals in action again. Many of them are still good friends! I’m not competing anymore, but I’m thrilled to invite everyone to join me here on the weekend of March 13–15 so we can show the world what a fantastic place Quebec City is for hosting a world-class event like this!”

**One weekend, four world-class events**

Cross-country ski fans will be keen to watch the world’s top skiers compete in four competitions — a classic-style sprint (a first for Quebec City) and a freestyle sprint that will see both women and men skiing a 1.5-kilometre course as fast as possible. The classic-style sprint is a much more technically demanding race for skiers. It’s a real challenge to handle classic skis at high speeds, and waxing them for conditions like these is an art in itself! More than 73,000 spectators turned out for the 2019 event, and the crowds at this next event are in for a real treat too. The World Cup events begin on Saturday, March 14 with the classic-style sprint presented by Québecor (men) and Le Gruyère AOP (women), followed by the men’s and women’s freestyle sprint (men race presented by Le Gruyère AOP) on Sunday, March 15. Visitors are also invited to check out the Industry Partners Village on the outdoor terrace and parking lot of the Manège Militaire and the World Cup Partners Village on the plains of Abraham for a glimpse of what’s hot and what’s new in the sport.

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## **Amateur activities for the young and young at heart**

The ever-popular INISKI free taster sessions, presented by Salomon, are back for 2020, this time right on the Plains of Abraham, offering a great way for anyone to try out the sport of cross-country skiing around a short, 150-metre loop. There's no easier way for kids and adults to step into a pair of skis and discover a fun way to get outdoors that just keeps growing in popularity. Instructors from the Quebec cross-country ski federation will be on hand to help rookie skiers rise to the challenge!

Another exciting addition for this year's event is the all-new **COOP Mini World Cup!** On the Saturday and Sunday from 3:30 pm to 5:30 pm, young groms between 5 and 12 years of age can put their skills to the test tackling a range of obstacles on the same course the professional athletes raced around just hours earlier! Official race bibs and medals will be handed out to give mini-skiers a great souvenir of their achievement. To register for the event, it will cost just \$20 + taxes.\*

*\* Online registration opens in January. More information will be available closer to the time.*

### **SCHEDULE\***

#### **Friday, March 13, 2020**

12 pm – 2 pm – Iniski taster sessions

#### **Saturday, March 14, 2020**

9 am – 3 pm – Iniski taster sessions

10:50 am – 2:50 pm – Qualifiers and FIS Sprint World Cup (Classic) / Race presented by *Québecor (men) and Le Gruyère AOP (women)*

3:30 pm – 5:30 pm – COOP Mini World Cup

#### **Sunday, March 15, 2020**

9 am – 3 pm – Iniski taster sessions

10:45 am – 2:45 pm – Qualifiers and FIS Sprint World Cup (Freestyle)

3:30 pm – 5:30 pm – COOP Mini World Cup

*\* Schedule to be confirmed.*

### **About Quebec Winter Events Corporation**

*The mission of Quebec Winter Events Corporation (QWEC) is to promote winter sports on home snow through international events such as the FIS Cross-Country World Cup. In addition to attracting the world's top winter sport athletes, QWEC works hard to support the development of amateur sport through each of its events.*

### **About Gestev**

*Founded in 1992, Gestev is a dynamic event management company specializing in happenings that make their mark locally as well as on the world stage. Over the years, Gestev has raised event management and production standards by adding a party twist to high-calibre sporting events and other happenings, including music shows and live entertainment, while making competitions accessible to all. Red Bull Crashed Ice, Vélirium, the UCI Mountain Bike World Championships, the Je Cours Qc running events and the FIS Cross-Country Skiing World Cup events are just some of the major events organized by Gestev, which also manages the Baie de Beauport recreational site and its own experiential marketing agency.*

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