



ALBERTA WORLD CUP CROSS COUNTRY 2020



PRESS RELEASE

For Immediate Release

COOP FIS CROSS COUNTRY WORLD CUP – Canmore, Alberta The countdown is on for the Coop FIS Cross Country World Cup in Canmore, Alberta

February 3, 2020 –The fastest cross-country skiers on the planet are back in the Canadian Rockies, as the COOP FIS Cross Country Ski World Cup returns to the Canmore Nordic Centre on March 19 to 22nd, hosted by the Alberta World Cup Society.

Building off the success of the 2016 Ski Tour Canada, the 2020 event promises three days of racing and winter celebration, including the first-ever FIS World Cup mixed relay. In a first for FIS cross-country skiing, countries will combine their men’s and women’s teams in a 4x5 km skate and classic relay.

“One of the themes for this year’s event is gender equality, and the Alberta World Cup Society is proud to host an event that promotes such important values in sport,” said Greg Thompson, Chair of the Alberta World Cup. “The mixed relay embodies those values, and represents an excellent finale for an exciting event.”

The races also represent the finale of the 2020 World Cup season, and we are honoured to once again present the prestigious Crystal Globes in Canmore. This year’s event is free to enter, and regular Roam shuttles will run between downtown Canmore and the Canmore Nordic Centre Provincial Park. Spectators can also enjoy:

- The Canmore Art Walk in the Woods: local artists transform the Legacy Trail to the Canmore Nordic Centre Provincial Park into an outdoor art gallery.
- The COOP Mini World Cup: for young skiers to participate (under 12) all day on Saturday.
- The 2020 Night Sky Village: an exclusive winter camping night under the stars at the Canmore Nordic Centre.
- Live music and the Flag Row Expo area.

The Alberta World Cup Society’s mandate is to bring World Cup events to Canmore, and the 2020 event is the latest in a long tradition of promoting high calibre events in the Bow Valley.

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“We have an excellent track record of bringing World Cup Cross-Country Ski events to Canmore, having held 5 FIS World Cups and 2 Para-Nordic World Cups since the 2005 Alberta Centennial World Cup. Our facilities continue to be among the best in the world and we appreciate the hard work done by the Canmore Nordic Centre Provincial Park staff working with our event team to achieve the highest international standard of hosting excellence,” said Norbert Meier, Events Chair for the Alberta World Cup Society.

A full schedule of events is posted at www.albertaworldcup.com. Check the website and follow the Alberta World Cup on social media for more details.

For interview requests, contact:

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