



International Master XC Ski National Directors Impressed with Canmore's Plans to Host the 2021 Masters World Cup

National Directors from 21 countries congregated in Canmore to hold their annual meeting and make preparations ahead of the Alberta World Cup Society hosting the 2021 Masters World Cup from March 4-12, 2021.

CANMORE, ALBERTA September 27, 2019 – The [World Masters Cross Country Ski Association](#) (WMA) held its annual meeting in Canmore, September 19-22. Hosted by the [Alberta World Cup Society](#), representatives from 21 cross country ski nations visited the [Canmore Nordic Centre Provincial Park](#), toured the official hotel accommodation partners and enjoyed the hospitality provided by the Organizing Committee.

“We showed the Directors how we will host the over 1,200 skiers expected to attend in 2021. The weather was stellar, so that helped, but more than that, the Directors were impressed with the Canmore Nordic Centre Provincial Park, our planned race trails and the technical aspects of the event. However, the Masters World Cup is a community celebration of Nordic skiing and the Directors also got a taste of Canmore as a place to enjoy a skiing (and ski racing) holiday”, said Norbert Meier, Event Chair for the Masters World Cup 2021 (MWC 2021).



National Directors visiting the Canmore Nordic Centre with Chief of Competition Andrew Hicks.
Photo credit: Alberta World Cup Society

The Alberta World Cup Society has been working with [Tourism Canmore Kananaskis](#) for the past 2 years to bring the Masters World Cup back to Canmore. Dave Rodney, CEO states: “This major international cross-country ski event is exactly the kind of event that TCK is encouraging to come to Canmore. We are excited by

the prospect of so many international visitors being here at a time of year when we have great capacity to host them. We love that these visitors are interested in outdoor recreation and travel for their sport. We look forward to working with the Alberta World Cup Society in the months leading up to this major event."

John (J.D.) Downing, President of the WMA commented: "The WMA is absolutely delighted with progress towards a fantastic 2021 Masters World Cup in Canmore two seasons hence. At the Annual Meeting, National Directors from around the world consistently remarked on the quality of the Nordic Centre facilities, the wonderful town center, and the spectacular scenery. In terms of drawing the largest possible turnout, the WMA Board is unanimous in feeling Canmore checks every box for a world-class celebration of lifelong ski sport. We cannot wait until March 2021!"

The Masters World Cup is held annually for cross country skiers aged 30 to 90+. Racing in 5-year age groups, each participant is able to enter 3 races – short, middle and long distances. There is also a Nations Relay race day. With racers coming across the world, from Australia to Finland, this event is another opportunity for Canmore to further its reputation as one of the world's top Nordic ski destinations. With daily celebrations in downtown Canmore, opening and closing ceremonies, and a full day set aside for cultural experiences, the MWC 2021 will bring vibrancy and excitement to Canmore. The Alberta World Cup Society looks forward to welcoming 1,200 athletes, March 4-12, 2021.

The Alberta World Cup Society continues to promote its mandate of developing and growing cross-country skiing in Alberta through hosting World Cup races and by providing resources for the development of officials, coaches and athletes. All these activities are made possible with the involvement of tireless volunteers who dedicate their time in different capacities to make this possible.

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