

**INTERNATIONAL SKI FEDERATION**

Blochstrasse 2  
3653 Oberhofen/Thunersee  
Switzerland

**FOR MORE INFORMATION**

Jenny Wiedeke  
FIS Communications Manager  
Mobile: + 41 79 449 5399  
E-Mail: [wiedeke@fisski.com](mailto:wiedeke@fisski.com)

Oberhofen, Switzerland 06.02.2017

FOR IMMEDIATE RELEASE

**FIS MEDIA INFO****The 2017 FIS Alpine World Ski Championship in St. Moritz starts today**

The 2017 FIS Alpine World Ski Championships presented by Audi will get underway today, 6<sup>th</sup> February in St. Moritz (SUI) with FIS President Gian Franco Kasper officially opening the event this evening during the Opening Ceremony.

Kasper met the media yesterday for the official opening press conference together with the President of the Local Organising Committee, Hugo Wetzel, Swiss Ski President Urs Lehmann, Swiss Television Head of Sport, Roland Magerle and FIS Secretary General Sarah Lewis.

It is the fifth time that the Swiss town, located in Canton Graubunden, has welcomed the FIS Alpine World Ski Championships. The previous editions were in 1934, 1948, 1974 and 2003. The region is famous for its international sports events as it was also the host of the Olympic Winter Games in 1928 and 1948.

[Official FIS World Championship Website](#)  
[Official St. Moritz 2017 website](#)

“We are thrilled to have the FIS Alpine World Ski Championships in St. Moritz for a fifth time,” said Kasper. “There is not a doubt in my mind that the next two weeks will be a fantastic celebration of Alpine ski racing both on the slopes and around the entire town of St. Moritz and the region. The Organisers have worked tirelessly to ensure that the athletes will have ideal conditions to show world class performances in their quest for gold.”

All in all, nearly 600 athletes representing 76 nations have entered to participate in the FIS Alpine World Ski Championships 2017. In total there will be 11 medal events; five individual competitions each for men and ladies and the mixed team competition.

St. Moritz has long been home to a stop on the ladies’ Audi FIS World Cup tour and last season hosted a massively successful Final under blue skies with packed stands. The men’s downhill course features one of the most spectacular starts with the ‘Freefall’ and its xx% vertical drop which the puts the racers at over 100 km/hr in a matter of seconds.

All races will be carried out on the Salastrains course, which has ideal viewing for spectators to follow the athletes live, both at the massive finish area tribune, as well as lining the course.

Numerous facilities have been built up around the finish area at Salastrains using temporary infrastructure to provide refreshments and entertainment for spectators.

### [Official 2017 World Championship Schedule](#)

There will be no lack of action in the town either as all medal ceremonies, together with a full entertainment programme, will be held at the Kulm Park in the heart of St. Moritz. This beautiful venue also hosted the ceremonies and the Olympic Winter Games in 1948 and has been renewed in time to showcase the world's best Alpine Skiing athletes receive their hard-earned medals.

In addition to the Medal Ceremonies, the Local Organisers have planned a full line-up of side events for the thousands of visitors travelling from Switzerland, neighbouring countries and from further afield for the World Championships. Throughout the town there will be hospitality houses and interactive shows, cultural displays and musical acts.

### [Schedule of Social Events in St. Moritz](#)

Wetzel commented, "We are ready to showcase St. Moritz to the world. Not only will we offer a fantastic programme on the mountain, but after the races are finished there will be no lack of entertainment and festivities to keep visitors busy."

The competitions will begin with ladies' super-G tomorrow, 7<sup>th</sup> February and the following day, the men will take their chance at gold in super-G action.

The host broadcast operation is being carried out by the Swiss National Broadcaster SRG with all races produced in HDTV and broadcast on multiple platforms to give viewers a rich experience.

EBU, the media and marketing rights holder reported that the World Championships will be broadcast live in 57 countries. Over 1,500 media representatives across television, print and online media will be present on site in St. Moritz.

The international commercial partners secured by the EBU's marketing sales company Tridem Sports include: Audi (presenting sponsor), Longines (official timing and data partner), J Lindeberg, Helvetia, Raiffeisen, Ochsner Sport, BKW and Pirelli.

\* \* \*

### **About FIS**

FIS is the governing body for international skiing and snowboarding, [founded in 1924](#) during the first Olympic Games in Chamonix, France. Recognized by the International Olympic Committee (IOC), FIS manages the Olympic disciplines of [Alpine Skiing](#), [Cross-Country Skiing](#), [Ski Jumping](#), [Nordic Combined](#), [Freestyle Skiing](#) and [Snowboarding](#), including setting the international competition rules. Through its 128 member nations, more than 7'500 FIS ski and snowboard competitions are staged annually. Specific initiatives are undertaken by FIS to promote snow activities as a healthy leisure recreation, [notably for the young](#). For more information, please visit [www.fis-ski.com](http://www.fis-ski.com)