

2020/21 Audi FIS Ski Cross World Cup Press Kit



Audi FIS Ski Cross
World Cup



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1. Official FIS Freestyle Channels

- Facebook: <https://www.facebook.com/fisfreestyle>
- Twitter: [@fisfreestyle](https://twitter.com/fisfreestyle)
- Instagram: [@fisfreestyle](https://www.instagram.com/fisfreestyle)
- YouTube: <https://www.youtube.com/FISFreestyle>

We encourage you to mark, tag and @-tag all relevant FIS Freestyle channels in any of your posts concerning freestyle skiing, and in any post relating to your event we will happily return the favour.

Social media is about creating connections and spreading the content as far and as fast as possible. The more we work together, the greater our reach will be!

2. Official Hashtags

For all channels commonly using hashtags (Twitter, Instagram, Facebook) the official hashtag is: **#fisfreestyle**

Should you have a particular hashtag you wish to use for your event as well, please let us know in advance so we can coordinate our efforts.

3. Photos and Video

We strongly encourage all of our LOCs to have a designated content manager or photographer on hand to document the on-hill action for use by their (and our) social media channels. Photos and videos are the most efficient way to communicate a sense of what takes place on hill, and through distribution on Facebook, Instagram, Twitter, and/or photo-sharing sites like Smugmug, quality images of an event are an ideal way to increase visibility for all partners involved.

We do understand that hiring content specialists on a day rate can be an expensive endeavour, which is why we suggest looking to establish something of an internship program. Seeking out a student photographer who is looking to build a portfolio, or an amateur enthusiast who will exchange photos for special competition access, are just two of the possibilities for finding a suitable documentarian for your event.

If and when you have located a photographer for your event, please put him or her in contact with [Julia Ziemska](#) to help organize logistics for the event.

Furthermore a pool of images from GEPA IMAGES will be available free of charge for editorial purpose [HERE](#).

4. Media access

Livestream:

Continuing after the successful first season, also this season all World Cup events will be live streamed on the FIS Freestyle [YouTube channels](#). Available for free viewing in all nations where a national broadcaster does not hold exclusive rights to the event, the live streaming agreement with broadcast rights holder InFront Sports and Media is an important and exciting one for our sports moving forward, and we look forward to growing engagement and viewership over the season as awareness spreads.

Youtube:

Women's and men's big final heats as well as winner's interviews will also be available shortly after each competition on our YouTube page, [HERE](#). We happily encourage you to link, share and/or embed these videos through your channels throughout the season

5. Venue Channels and Key Athletes

We follow all of our venue social media channels and share, retweet and regram from them whenever possible as we work to create buzz around our events and build towards the season's marquee competitions. If you would like to see what various organisers are doing ahead of and during a FIS Freestyle event, here are complete lists of 2020/21 Audi FIS Ski Cross World Cup organisers and their respective social media.

As well, to help you follow and share/retweet/regram athlete posts, we have compiled profiles of some the most prominent men and women of the Freestyle World Cup tour. If you are interested in more athletes (e.g. from your country) please contact us and we should be able to point you in the right direction.

6. Live-scoring and Statistics

The live-scoring service for the 2020/2021 Audi FIS Ski Cross World Cup tour will be available [HERE](#) or through the [FISApp](#) for IOS and Android smartphones.

Furthermore the FIS websites offers an extensive [STATISTIC](#) section based on athletes' and nation's past result, providing interesting insights from world cups, world championships and the Winter Olympic Games. For your convenience we've chosen a handful of key tables.

KEY STATS:

- [2019/2020 World Cup calender and results](#)
- 2019/2020 Audi FIS Ski Cross World Cup ranking - [WOMEN](#) & [MEN](#) & [NATION](#)
- TOP 3 World Championships results - [WOMEN](#) & [MEN](#)
- TOP 3 Olympic Winter Games results - [WOMEN](#) & [MEN](#)
- Most World Cup victories - [WOMEN](#) & [MEN](#)
- Nations podium ranking - [ALL](#)



This year, the Audi FIS Ski Cross World Cup will be for sure facing the same challenges, as other big sports events across the globe with the given circumstances, nevertheless, all stakeholders involved are fully prepared and motivated to make this season work and give the Audi FIS Ski Cross World Cup season everything.

A short recap of last season

As for the women, it was Sandra Naeslund (SWE), who took home the ski cross overall crystal globe for the second time in her career after a highly successful season 2019/20.

Swiss ski cross ace Fanny Smith was always in a tight battle with the Swedish athlete for the very first spot in the overall rankings, however Naeslund never really took off the leaderbib after her first win at the first competition of the season in Val Thorens in December 2019.

The open fight for the crystal globe was slated to go down at the very last race of the season on Smith's home soil, however never happened, as the final race of the season had to be cancelled, making Naeslund the overall winner.

Of course, the reigning Solitude 2019 World Champion Marielle Thompson (CAN) was always in the fight for the top spots of the podium and managed to finished third in the overall season ranking.

Those three big names are for sure to be looked out for again this season, however with one little setback, as Sandra Naeslund injured her right knee during training in November. The athlete suffered from a cartilage damage, she thankfully did not have to undergo surgery though. She will not be competing at the season kick-off races in December, but hopefully after some successful rehab training, Naeslund will be able to join the circuit at the beginning of the new year.

On the men's side Kevin Drury (CAN) was unstoppable with four victories and three second-places throughout the entire season and was the one crowned overall crystal globe winner at the end of the season for the very first time in his career.



We also saw a highly motivated Ryan Regez (SUI) getting stronger at each race, kicking the season off with a podium spot in Val Thorens as well, which apparently made for a good omen, as he finished the overall rankings in second position. In total the half Swiss, half English athlete managed to jump on the podium four times, claiming two wins this past season.

Rounding out the top three ranking on the overall standings was no other than Pyeongchang 2018 OWG champion Brady Leman (CAN), who one can never count out for podium spots.

New faces on the podium

We also saw some great maiden podiums, like Canada's Courtney Hoffos at the season kick-off races in Val Thorens with back-to-back podiums at the very first proper World Cup races for the 23-year-old.

Also, Sweden's "Viking Princess" Alexandra Edebo managed to fight her way into third position in Megève (FRA) to grab her first podium spot, just behind team mate Sandra Naeslund and Canadian winner Marielle Thompson.

The Canadian team performed really well as a team in the past season, claiming the Overall Nation's Cup and also on the men's side we saw some really emotional maiden World Cup winners, like Kris Mahler in Val Thorens (FRA) and Reece Howden in front of his home crowd in Nakiska (CAN).

Maiden wins are always very special and make for that extra spark in the athlete's eyes – we want to see more of them this season, please!

The full Audi FIS Ski Cross World Cup calendar can be viewed [HERE](#) and please take a look further below in the document to find detailed descriptions about each venue of the 2020/21 season including their media contacts, as well as at the end of this document some athlete snap shots with their greatest achievements and figures so far.

Sandra Naeslund pre-season interview [HERE](#).

Kevin Drury pre-season interview [HERE](#).

AUDI FIS Ski Cross World Cup Venues 2020/21

| WEBSITE | DATE | FACEBOOK | TWITTER | INSTAGRAM |
|------------------------------------|----------------|-------------------------------------|----------------------------------|--|
| Arosa (SUI) | 15.-16.12.2020 | Arosa resort | @arosalenzerheid | @arosalenzerheide |
| Val Thorens (FRA) | 19.-20.12.2020 | Val Thorens resort | @Val_Tho | @val_thorens |
| Montafon (AUT) | 15.-16.01.2021 | Montafon World Cup | @Montafon | @silvrettamontafon |
| Idre (SWE) | 20.-24.1.2021 | Idre resort | @idrefjall | @idrefjall |
| Feldberg (GER) | 29.-31.2.2021 | Feldberg resort | @hochschwarzwald | @hochschwarzwald |
| Bakuriani (GEO) | 06.-07.2.2021 | Bakuriani resort | | @georgian_ski_federation |
| Sunny Valley (RUS) | 12.-13.3.2021 | Sunny Valley resort | @Moya_Dolina | @dolina.su |
| Veysonnaz (SUI) | 21.3.2021 | Veysonnaz Worldcup | @VeysonnazSuisse | @worldcupveysonnaz |



AROSA, SWITZERLAND

An intimate, secluded resort located some two hours south of Zurich at the end of the Schanfigg valley in the Graubünden mountains, Arosa is a classic Swiss mountain town in all aspects, surrounded by high peaks, rolling farmland, and boasting a ski history that dates back to the 1930's.

The mountain itself is serviced by 16 lifts that give access to 100km of piste and a 900m vertical drop. With terrain that showcases a somewhat more mellow character than many other Swiss resorts, Arosa is an ideal family and freestyle-oriented resort, with the terrain parks and a halfpipe to prove it.

2020/21 will be the eighth consecutive season in which Arosa will host the Audi FIS Ski Cross World Cup. This season's stop will be one to watch, as the Arosa stage of the Tour will not only be this season's kick-off for the first time, but will also feature the thrilling nighttime short-course format of racing in a double competition, where athletes will have to give it their best from start to finish to get a spot on the podium and all the action will be happening under the floodlights of the Swiss town. Let's get this season started with a bang!

Arosa links and info:

- [Arosa past results](#)
- [Arosa data page \(live timing/brackets and results\)](#)
- [Homepage](#)
- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [2019 Highlight clip](#)
- [GEPA pictures](#)

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VAL THORENS, FRANCE

Val Thorens is, quite simply, one of the most impressive resorts in all of Europe. If the view from the top of the Cime Caron cable car at 3200m isn't enough to convince you of this, then perhaps a quick look at some of the mountain stats will change your mind as, with a base of 2300m, Val Thorens is the highest ski resort in all of Europe, while, as part of the 3 Vallees mountain chain, Val Thorens helps make up the largest linked ski area in the world.

With so much terrain combined with a deep and reliable annual snowfall, Val Thorens is an ideal location for early season ski cross action. The 2020/21 season will be the ninth consecutive year that the Audi FIS Ski Cross World Cup will visit Val Thorens' imposing slopes, with the Jean Frederic Chapuis ski cross course (named after Val Tho's favourite son and Sochi 2014 Olympic champion) hosting the last two races before the Christmas break.

With its spectacular setting, technical course layout, and impressive history as an Audi FIS Ski Cross World Cup venue, Val Thorens has become perhaps the premier stop on the tour.

Val Thorens links and info:

- [Val Thorens past results](#)
- [Val Thorens data page \(live timing/brackets and results\)](#)
- [Homepage](#)
- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [YouTube](#)
- [GEPA pictures](#)

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MONTAFON, AUSTRIA

On an Audi FIS Ski Cross World Cup tour that features a long list of picturesque stops, Austria's Montafon region is perhaps the prettiest of them all. Once home to the great writer Ernest Hemingway (who wrote several short stories about his skiing experiences in Montafon, some of which are published in his famous collection *A Moveable Feast*), the area sometimes referred to as the Blue Silvertta due to its surrounding peaks and glaciers proved itself to be an exceptional addition to the Audi FIS Ski Cross World Cup tour in 2015/16.

In 2020/21 Montafon will again figure prominently in the ski cross World Cup picture when kicking-off the New Year on January 15, 2021. The resort will be featured as a double Cross event, hosting both ski and snowboard cross competitions on two following days.

Montafon links and info:

- [Montafon past results](#)
- [Montafon data page \(live timing/brackets and results\)](#)
- [Homepage](#)
- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [YouTube](#)
- [GEPA pictures](#)

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IDRE FJÄLL, SWEDEN

A small town near the Norwegian border in central Sweden, Idre resort provides some of the best skiing in the country, with a long winter season that typically runs from mid-October until late-April and 27 lifts that service 41kms of trails.

2015/16 was the first season that Idre hosted Audi FIS Ski Cross World Cup action and the Swedes stepped up in a big way, introducing a truly unique course set-up that lead to some of the most thrilling action seen on tour all year.

And this year the Swedish resort will even host a special feature for the very first time ever - "The Idre Fjäll TRE". "Tre" means "three" in Swedish and marks the occasion of a triple event. The third race will be a special 600m sprint format on the finish straight of the course and it will take place on Wednesday ahead of the back-to-back races on the weekend.

So, with this special installment, we expect nothing but excitement from the Idre Fjäll competitions again in 2020/21.

Idre links and info:

- [Idre past results](#)
- [Idre data page \(live timing/brackets and results\)](#)
- [Homepage](#)
- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [YouTube](#)
- [GEPA pictures photos](#)

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FELDBERG, GERMANY

Known around the Black Forest and beyond as "the birthplace of German skiing", Feldberg - with its impressive panoramas, extensive terrain, and deep ski history - is one of the most well-renowned resorts in Germany.

Located just over an hour away from Zurich and boasting 28 lifts, plenty of slopeside amenities, and excellent finish-area viewing, Feldberg has all the facets one would like to see in the Audi FIS Ski Cross World Cup venue.

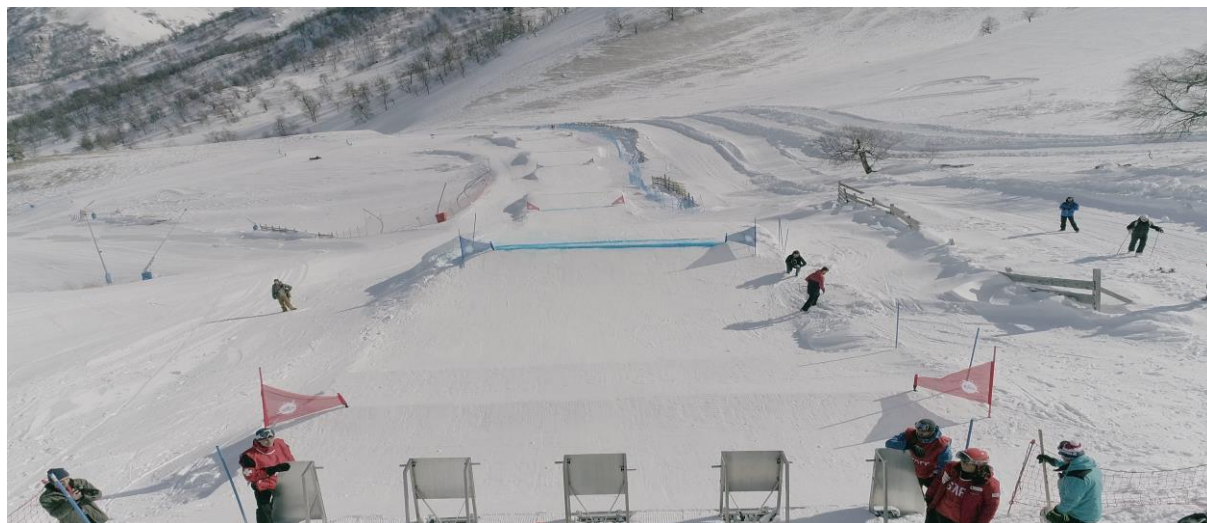
After the unfortunate cancellation of the World Cup event due not too favourable weather conditions last season, the local organisers are back in the game in 2020/2021 as the Audi FIS Ski Cross World Cup tour returns on German soil, with back-to-back races slated to take place on January 30-31, 2021.

Feldberg links and info:

- [Feldberg past results](#)
- [Feldberg data page \(live timing/brackets and results\)](#)
- [Homepage](#)
- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [YouTube](#)
- [GEPA pictures](#)

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BAKURIANI, GEORGIA

Bakuriani, in southern Georgia, where the FIS Freestyle Ski, Snowboard and Freeski World Championships 2023 will take place, has been working hard to prepare their competitions and implement all the facilities and infrastructure necessary for the upcoming test-events.

Currently, Bakuriani offers 23 ski pistes with a total length of 29.1 kilometers. The tracks are equipped with artificial snow-making systems and is targeted for all skiers. 8 lifts and 1 funicular are opened and serve visitors.

This traditional holiday resort of nearly 3,000 inhabitants is now busy with the preparation of the first ever Georgian World Cup stage, only three years after having put together its maiden FIS competition during the season 2017/18. An Audi FIS Ski Cross World Cup event is scheduled for February 6 on the Didveli slopes, in a newly developed part of the resort located a few minutes outside the small town.

On February 7 however, the world is going to witness the first-ever ski cross team event. The in-depth rules for this event can be found [here](#) (p.178 et seq.). Since this is going to be a world premiere, everybody is already beyond excited to witness this new format.

Bakuriani links and info:

- [Bakuriani data page \(live timing/brackets and results\)](#)
- [Homepage](#)
- [Facebook](#)
- [Instagram](#)
- [YouTube](#)
- [GEPA pictures](#)

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SUNNY VALLEY, RUSSIA

Located in the southern Ural mountain range, right where Europe meets Asia, Russia's Sunny Valley ski resort is one of the newest and most progressive ski resorts in the entire world, with focus on sustainability and a commitment to freestyle skiing that has us at FIS Freestyle truly excited after the resort's debut on the World Cup stage in 2016/17.

Sunny Valley resort is based around a compact village that virtually eliminates the need for anything besides one's own feet to get from hotel, to ski lift, to any of the various other amenities a ski traveler may require. Meanwhile, on hill, an extensive terrain park and World Cup regulation halfpipe, dedicated ski and snowboard cross piste, aerials and moguls facilities, and a world-class maintenance crew have made Sunny Valley a resort that seems sure to be a World Cup destination for the years to come.

After a successful showing by the FIS Snowboard Cross World Cup in 2015/16 and an excellent turn hosting the Russian Freestyle Games in 2015, Sunny Valley kept the streak of success going with a phenomenal Audi FIS Ski Cross World Cup competition in 2017, 2018, 2019, 2020 so the expectations are high for the Russian stop on the tour in 2020/21 season.

Sunny Valley links and info:

- [Sunny Valley past results](#)
- [Sunny Valley data page \(live timing/brackets and results\)](#)
- [Homepage](#)
- [Facebook](#)
- [Twitter](#)
- [GEPA pictures](#)

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VEYSONNAZ, SWITZERLAND

The final stop on the Audi FIS Ski Cross World Cup tour will be for the third time, Switzerland's Veysonnaz resort. While unfortunately last year's finals had to be cancelled at last minute due to the outbreak of the C-19 pandemic, it is the general idea to establish Veysonnaz as the final resort to conclude both, the FIS Snowboard Cross and Audi FIS Ski Cross World Cup tours together at this final stage. Therefore, the resort is working hard to give the final World Cup weekend its best: a big, fast, and technical course and a great atmosphere during the prizegiving ceremony, where the overall globes are handed in as the reward for the best athletes of the season.

Beginning at an altitude of just above 2,500m above sea level and finishing around the 2,000m mark, the Veysonnaz track offers a breathtaking vertical drop of some 500 metres.

And while the steep and tricky start section is as crucial as any on the World Cup circuit, with more than 20 features facing the riders from top to bottom of the course there is plenty of time and space for the passing and lead changes that typically make Veysonnaz one of the most entertaining cross races to watch in the world.

Veysonnaz links and info:

- [All Veysonnaz results](#)
- [Veysonnaz data page \(live timing/brackets and results\)](#)
- [GEPA pictures](#)
- [Homepage](#)
- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [YouTube](#)







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Audi FIS Ski Cross World Cup Key Athletes 2020/21

| NAME/FIS datapage | FACEBOOK | TWITTER | INSTAGRAM |
|---|--|---------------------------------|-----------------------------------|
| MEN | | | |
| <u>DRURY, Kevin</u> (CAN) | Kevin Drury Facebook | | @drury.kc |
| <u>REGEZ, Ryan (SUI)</u> | Ryan Regez Facebook | | @ryanregez |
| <u>LEMAN, Brady</u> (CAN) | Brady Leman Facebook | @lemanracing | @lemanracing |
| <u>MIDOL, Bastien</u> (FRA) | Bastien Midol Facebook | | @bastien.midol |
| <u>WILMSMANN, Florian</u> (GER) | Florian Wilmsmann Facebook | | @florianwilmsmann |
| <u>MAHLER, Kristofor</u> (CAN) | Kris Mahler Facebook | | @krismahler |
| <u>CHAPUIS, Jean-Frederic</u> | Jean-Frederic Chapuis Facebook | | @jfchapis |
| <u>PLACE, Francois</u> (FRA) | Francois Place Facebook | | @francois_place |
| WOMEN | | | |
| <u>NAESLUND, Sandra</u> (SWE) | Sandra Naeslund Facebook | @sandranaeslund | @sandranaeslund |
| <u>SMITH, Fanny</u> (SUI) | Fanny Smith Facebook | @SmithFanny | @fannysmith |
| <u>THOMPSON, Marielle</u> (CAN) | Marielle Thompson Facebook | @bigairmar | @bigairmar |
| <u>BERGER SABBATEL, Marielle</u> (FRA) | Marielle Berger Facebook | @MarielleBerger | @mariellebergers |
| <u>EDEBO, Alexandra</u> (SWE) | Alexandra Edebo Facebook | | @alexandraedebo |
| <u>MAIER, Daniela</u> (GER) | Daniela Maier Facebook | | @_maierdaniela |
| <u>OFNER, Katrin</u> (AUT) | Katrin Ofner Facebook | | @katrinofner |
| <u>BARON, Alizee</u> (FRA) | Alizee Baron Facebook | | @alizeebaron |

Athlete snap shots Women

| | |
|---|--|
|  | <p>Marielle Thompson (CAN)</p> <ul style="list-style-type: none"> • 2019 Solitude World Championships gold medallist • 2014 Sochi OWG gold medalist • 2016/2017 Audi FIS Ski Cross World Cup overall winner • 41 World Cup podiums (including 24 victories – the highest number of wins by an active athlete so far. Record to be tied with 26 wins by Ophelie David (FRA)) |
|  | <p>Fanny Smith (SUI)</p> <ul style="list-style-type: none"> • 2018/2019 Audi FIS Ski Cross World Cup overall winner • 2018 PyeongChang OWG bronze medalist • 4 World Championships podiums (gold medal in Voss in 2013, bronze medal in Kreischberg 2015 silver medalist in Sierra Nevada 2017 and Solitude 2019) • 46 World Cup podiums (including 23 victories) |
|  | <p>Sandra Naeslund (SWE)</p> <ul style="list-style-type: none"> • 2 times Audi FIS Ski Cross World Cup overall winner (2017/2018; 2019/20) • 2017/2018 FIS Freestyle Skiing World Cup overall winner • 2017 Sierra Nevada World Championships gold medalist • 39 World Cup podiums (including 15 victories) |
|  | <p>Marielle Berger Sabbatel (FRA)</p> <ul style="list-style-type: none"> • Finished fourth in the overall SX ranking 2019/20 • 11 World Cup podiums (including 1 victory) |
|  | <p>Katrín Ofner (AUT)</p> <ul style="list-style-type: none"> • 124 World Cup starts • 9 World Cup podiums • 6 World Championships starts • Finished the past five seasons within top-10 ranking |
|  | <p>Alizée Baron (FRA)</p> <ul style="list-style-type: none"> • 2019 Solitude World Championships bronze medalist • 16 World Cup podiums (including 1 victory) |

Athlete snap shots Men

| | |
|---|---|
|  | <p>Marc Bischofberger (SUI)</p> <ul style="list-style-type: none"> • 2018 PyeongChang OWG silver medalist • 2017/2018 Audi FIS Ski Cross World Cup overall winner • 8 World Cup podiums (including 4 victories) |
|  | <p>Jean-Frédéric Chapuis (FRA)</p> <ul style="list-style-type: none"> • 2014 Sochi OWG gold medalist • 2013 Voss World Championships gold medalist • 2015 Kreischberg World Championships silver medalist • 33 World Cup podiums (including 18 victories) • 3 times Audi FIS Ski Cross World Cup overall winner (2014/15, 2015/16, 2016/17) |
|  | <p>Bastien Midol (FRA)</p> <ul style="list-style-type: none"> • 2018/2019 Audi FIS Ski Cross World Cup overall winner • 2013 Voss World Championships silver medalist • 13 World Cup podiums (including 3 victories) |
|  | <p>Francois Place (FRA)</p> <ul style="list-style-type: none"> • 2017 Sierra Nevada World Championships bronze medalist • 2019 Solitude World Championships gold medalist • 31 World Cup starts • 1 Word Cup podium |
|  | <p>Brady Leman (CAN)</p> <ul style="list-style-type: none"> • 2019 Solitude World Championships silver medalist • 2018 PyeongChang OWG gold medallist • 28 Word Cup podiums (including 5 victories) |
|  | <p>Kevin Drury (CAN)</p> <ul style="list-style-type: none"> • 2019/20 Audi FIS Ski Cross World Cup overall winner • 2019 Solitude World Championships bronze medalist • 11 World Cup podiums (including 5 victories) |

More Audi FIS Ski Cross World Cup athletes can be found [HERE](#) by typing in their names within the “search” section. Also more detailed information about the athletes will be available ahead of the season through ‘extended start lists’.