

2020/21 FIS Snowboard Cross World Cup Press Kit



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1. Official FIS Snowboard Channels

- Facebook - facebook.com/fissnowboard/
- Instagram - instagram.com/fissnowboard/
- Twitter - twitter.com/fissnowboard
- YouTube - youtube.com/fissnowboard

We encourage you to mark, tag and @-tag all relevant FIS Snowboard channels in any of your posts concerning FIS snowboard competitions, 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: **#fissnowboard**

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.

4. Media access

Livestream:

Continuing after the successful first season, also this season all World Cup events will be live streamed on the FIS Snowboard [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.

Smugmug:

Throughout the 2020/21 FIS Snowboard season we will continue to share rights-free photos from each event on our SmugMug page - [HERE](#). Here you can also find archived photo galleries from previous seasons, and all photos are free for editorial usage with credit to the photographer (if listed) and FIS Snowboard (or @fissnowboard on social media).

Youtube:

Women's and men's top-3 podium runs 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 Snowboard Cross event, here are complete lists of 2020/21 FIS Snowboard Cross World Cup organizers 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 Snowboard 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 FIS Snowboard Cross World Cup tour will be available [HERE](#) or through the [FISApp](#) for IOS and Android smartphones.

Furthermore the FIS website offers an extensive [STATISTIC](#) section based on athletes' and nations' past results, providing interesting insights from World Cup, World Championships and Winter Olympic Games results. For your convenience we've chosen a handful of key tables, below.

KEY STATS:

- [2019/2020 World Cup calendar and results](#)
- 2019/2020 FIS Snowboard Cross World Cup ranking - [WOMEN](#) & [MEN](#) & [NATION](#)
- All top 3 World Championships results – [WOMEN](#) & [MEN](#)
- All top 3 Olympic Winter Games results - [WOMEN](#) & [MEN](#)
- Most World Cup victories - [WOMEN](#) & [MEN](#)
- All-time nations podium rankings - [ALL](#)

4. FIS Snowboard World Cup 2020/21 Season Intro:

The 2020/21 FIS Snowboard World Cup season will be the 24th for the FIS Snowboard Cross World Cup, dating all the way back to the 1996/97 season. With 154 World Cup competitions, 12 world championships showcases, and four Olympic appearances already in the books ahead of this season, the FIS Snowboard Cross World Cup has long been entrenched as one of the most exciting and viewer-friendly competitions in any FIS discipline.

The FIS Snowboard Cross World Cup season 2020/21 will start off with a little delay than originally anticipated, due to big challenges faced by the organizing committees in context with the ongoing pandemic and national rules and regulations implemented by the respective governments.

Nevertheless, FIS, together with its various stakeholders and partners did put their best efforts in finding alternative venues and making races possible this season.

Snowboard Cross action will kick-off in the Italian resort of Chiese in Valmalenco with a pair of races on the weekend of January 23-24, 2021.

Interestingly enough, the venue has not been hosting the FIS Snowboard Cross World Cup since March 2012, so it is great to see Valmalenco back on the calendar this season.

As it stands now, the FIS Snowboard Cross World Cup is slated to finish off in Veysonnaz (SUI) on March 20, where once again both Cross disciplines will have their grand finale and crown their respective overall crystal globe winners.

However, we still remain hopeful that we will be able to reschedule the postponed SBX competitions from Cervinia (ITA) sometime in mid-March, so stay tuned for more info on that. (Full calendar [HERE](#)).

In the coming pages you'll find information regarding the FIS Snowboard World Cup's top athletes, as well as further information on this season's venues and organizers.

Michela Moioli pre-season interview [HERE](#).

Alessandro Haemmerle pre season interview [HERE](#).

Quick roundup of what happened last season

Last season, the highly anticipated opening competition in Montafon (AUT) got fans what they were waiting for – the 2018/19 crystal globe winner Alessandro Haemmerle (AUT) won on home soil once again, causing the crowd to go absolutely wild. What followed was a tight battle for the first spot at the World Cup standings throughout the whole season with Italian athlete Lorenzo Sommariva, who also managed to win at home soil in Cervinia (ITA).

This fight lasted until the very final race of the season, which Haemmerle won literally in the final heat of the season – it doesn't get any closer than that. This way, the Austrian took home his second SBX overall crystal globe.

A new venue on the World Cup tour was introduced in Big White, Canada, where Belle Brockhoff (AUS) managed to get back on top of the podium after some hard years of knee recovery, of all things exactly on Australia Day. Whoever was in Big White before knows that the resort welcomes a ton of Australian tourists every winter, so Brockhoff couldn't have asked for a greater day to celebrate her win after this long wait.

The most constant achievements of the season on the women's side went once again to Michela Moioli (ITA). The Italian managed to get onto the podium at every single race, taking home only first and second places. This, of course, paid off at the end of the season, where she did not only win the big final of the day, but also the overall SBX crystal globe for the third time in her career.

An outstanding achievement was reached also by youngster Eliot Grondin from Canada, who jumped onto second place at his home race in Big White (CAN). The 19-year-old caused the crowd to go absolutely wild and even he probably couldn't quite believe it, but it was the Canadian's maiden podium and he couldn't have asked for a better venue to win at.

Quick roundup of what happened last season

While the circuit will see the majority of its best athletes in the gates again this season (check below in our “ones to watch” section), familiar faces said “goodbye” to the Snowboard Cross World Cup and will for sure be missed.

- 2014 Sochi and 2018 Pyeongchang Olympic Champion, 2017 Sierra Nevada World Champion, 6-time SBX Crystal Globe winner Pierre Vaultier (FRA)
- 2011 La Molina and 2015 Kreischberg World Championships silver medalist Nelly Moenne-Loccoz (FRA)
- Konstantin Schad (GER)
- Christopher Robanske (CAN)
- Baptiste Brochu (CAN)

FIS Snowboard Cross World Cup Venues 2020/21



Venue + FIS data page	Nation	Date	Venue press manager	Website	Facebook
Chiesa in Valmalenco	ITA	22.-24.01.2021	Gloria Peccini - gloria.peccini@prgoup.it	Valmalenco Ski resort	SBX World Cup Valmalenco
Veysonnaz	SUI	20.03.2021	Vincent Luyet - vincent.luyet@gmail.com	Veysonnaz home	Veysonnaz World Cup



CHIESA IN VALMALENCO, ITALY

The FIS Snowboard Cross World Cup season will kick-off in the Italian resort of Chiesa in Valmalenco with a pair of races on the weekend of January 23-24, 2021.

Interestingly enough, the venue has not been hosting the FIS Snowboard Cross World Cup since March 2012, so it is great to see Valmalenco back on the calendar this season.

The organizing committee of Valmalenco carried on the project of organizing the first stage of the FIS Snowboard Cross World Cup 2020/21 with dedication and determination. Once again, they confirmed the vocation of this ski resort, that is one of the most renowned in Northern Italy and a valuable point of reference for any snowboarder. Over the years, the Valmalenco Bernina Ski Resort has been chosen as the location for several competitions at national and international level.

It will be interesting to see who will be in best shape after an unexpected longer wait for the season kick-off.

Valmalenco links and info:

- [Valmalenco 2020/21 data page \(live timing/brackets and results\)](#)
- [Valmalenco past results](#)
- [Homepage](#)
- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [YouTube](#)

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VEYSONNAZ, SWITZERLAND

The final stop on the FIS Snowboard Cross World Cup Tour yet again in 2020/21, Switzerland's Veysonnaz resort has established itself as the most long-standing and dependable stop on the SBX circuit, having hosted World Cup competition nearly every season back to 2009/2010 and been the scene of the World Cup finals twice in that span.

And it's no wonder that Veysonnaz has been such a go-to venue for SBX action once one lays eyes on the Swiss course. Big, fast, and technical all at once, Veysonnaz demands the best out of the riders in every run, from qualifiers through to the big final.

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 SBX races to watch in the world.

Veysonnaz links and info:

- [All Veysonnaz results](#)
- [Veysonnaz 2020/21 data page \(live timing/brackets and results\)](#)
- [Photos](#)
- [Homepage](#)
- [Facebook](#)
- [Instagram](#)

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FIS Snowboard Cross World Cup top athletes - MEN

FIS profile + stats	Nation	Instagram	Facebook	Twitter
<u>HAEMMERLE</u> Alessandro	AUT	@ alessandro_haemmerle	@ alessandro_haemmerle	
<u>SOMMARIVA</u> Lorenzo	ITA	@ lorenzo_sommariva	@ lorenzommariva900	
<u>BERG Paul</u>	GER	@ paul_berg	@ paulbergsbx	@ paulberg_SBX
<u>VISINTIN Omar</u>	ITA	@ omarvisintin	@ visintinomar	@ omarvisintin
<u>EGUIBAR Lucas</u>	ESP	@ lucaseguibar	@ lucaseguibarbreton	@ lucaseguibar
<u>DIERDORFF Mick</u>	USA	@ mickdorff	@ mickdorff	@ mickdorff
<u>PERATHONER</u> Emanuel	ITA	@ emanuelparathoner	@ emanuelparathoner	
<u>HERNANDEZ Regino</u>	ESP	@ reginoherma3	@ reginohernandezsnow	@ reginoHdez
<u>HUGHES Jarryd</u>	AUS	@ jarrydhughes	@ jarryd.hughes.sbx	@ jarrydhughes
<u>DUSEK Jakob</u>	AUT	@ jakobdusek	@ jakob.dusek	@ JD

Athlete snap shots Men

	<p style="text-align: center;">Alessandro Haemmerle (AUT)</p> <ul style="list-style-type: none"> • 19 podiums in 65 career starts and 9 victories • fifth place Kreischberg 2015 World Championships • second-overall 2017/18 • 2018/19 and 2019/20 World Cup overall crystal globe winner
	<p style="text-align: center;">Emanuel Perathoner (ITA)</p> <ul style="list-style-type: none"> • Solitude 2019 World Championships bronze medallist • 97 World Cup starts • 5 podiums • 1 victory • Finished 6th in the overall World Cup standings 2019/20
	<p style="text-align: center;">Mick Dierdorff (USA)</p> <ul style="list-style-type: none"> • Solitude 2019 World Champion • Solitude 2019 team competition gold medalist • 53 World Cup starts • 2 World Cup podiums
	<p style="text-align: center;">Lucas Eguibar (SPA)</p> <ul style="list-style-type: none"> • Sierra Nevada 2017 World Championships silver medalist • 2015 SBX World Cup crystal globe winner • 12 podiums and 4 victories in 54 World Cup starts • won the only Sierra Nevada 2017 medal for the host Spanish squad with the King of Spain in attendance
	<p style="text-align: center;">Omar Visintin (ITA)</p> <ul style="list-style-type: none"> • entering 13th season in FIS Snowboard Cross World Cup tour • 2014 SBX World Cup crystal globe winner • 15 podiums and 5 victories in 68 World Cup starts • eighth-straight season of top-10 overall World Cup finishes
	<p style="text-align: center;">Paul Berg (GER)</p> <ul style="list-style-type: none"> • fourth overall 2017/18, second overall 2013/14 SBX World Cup standings • had first multi-podium season in 2017/18, with one win and one third-place • third-place finish came at Feldberg (GER), making him the first German SBX athlete to earn a podium on home soil in World Cup history • 48 World Cup starts, 5 podiums and 2 victories

FIS Snowboard Cross World Cup top athletes - WOMEN

FIS profile & stats	Nation	Instagram	Facebook	Twitter
<u>MOIOLI Michela</u>	ITA	@ michela_moioli	@ michelamoioliofficial	
<u>TRESPEUCH Chloe</u>	FRA	@ chloetrespeuch	@ chloetrespeuch	@ trespeuchchloe
<u>BANKES Charlotte</u>	GBR	@ charlotte_bankes	@ bankescharlotte	
<u>SAMKOVA Eva</u>	CZE	@ eva_samkova	@ evasamkova	@ SamkovaEva
<u>JACOBELLIS Lindsey</u>	USA	@ lindseyjacobellis	@ lindseyjacobellis	@ lindsjacobellis
<u>BROCKHOFF Belle</u>	AUS	@ bellebrockhoff	@ bellebrockhoff	@ bellebrockhoff
<u>BELINGHERI Sofia</u>	ITA	@ sofiabelingheri	@ sofiabelingheri	
<u>BRUTTO Raffaella</u>	ITA	@ rafaellabruzzo	@ rafaellabruzzo	@ rafaellabruzzo
<u>GULINI Faye</u>	USA	@ fayegulini	@ fayegulini	@ fayegulini

Athlete snap shots Women

	<p style="text-align: center;">Michela Moioli (ITA)</p> <ul style="list-style-type: none"> • PyeongChang 2018 Olympic Winter Games gold medalist • Kreischberg 2015, Sierra Nevada 2017, Solitude 2019 world championship bronze medalist • 2015/16, 2017/18, 2019/20 SBX World Cup crystal globe winner • 30 podiums in 50 career World Cup events, including 13 wins • has never finished lower than third on the SBX standings, except for injury-shortened 2013/14 season • became second-youngest athlete ever to win a World Cup at Sochi in 2013
	<p style="text-align: center;">Chloe Trespeuch (FRA)</p> <ul style="list-style-type: none"> • Sochi 2014 OWG bronze medalist • Sierra Nevada 2017 World Championships silver medalist • Sixth-straight top-5 SBX overall season leading up to 2020/21 season • entering 13th SBX World Cup season • 21 podiums in 58 World Cup events, including 3 wins
	<p style="text-align: center;">Lindsey Jacobellis (USA)</p> <ul style="list-style-type: none"> • the most dominant athlete in SBX World Cup history • 5x SBX World Champion • Torino 2006 Olympic silver medalist • 2006/07 and 2008/09 SBX World Cup crystal globe winner • 53 World Cup podiums and 31 victories most for any SBX athlete, men or women
	<p style="text-align: center;">Eva Samkova (CZE)</p> <ul style="list-style-type: none"> • Sochi 2014 gold medalist, PyeongChang 2018 bronze medalist • youngest SBX Olympic champion at 20 years old in Sochi • 2019 Solitude SBX World Champion • 2016/17, 2018/19 SBX World Cup crystal globe winner • 25 podiums and 14 victories in 52 World Cup competitions • five podiums in five World Cup starts in 2018/19 • seven straight top-5 SBX overall finishes leading up to 2020/21 season
	<p style="text-align: center;">Julia Pereira de Sousa Mabileau (FRA)</p> <ul style="list-style-type: none"> • PyeongChang 2018 Olympic silver medalist • youngest-ever French Olympic Winter Games medalist at 16 years old • two podiums in 2017/18, her first full World Cup season • Utah 2019 at Solitude Mtn resort was her first World Championships with already an Olympic medal in the books
	<p style="text-align: center;">Charlotte Bankes (GBR)</p> <ul style="list-style-type: none"> • 2019 Solitude SBX World Championships silver medalist • Used to be part of the French team, due to her dual citizenship • 2017 Sierra Nevada SBX Team silver medalist with former team mate Manon Petit from France • 36 World Cup starts including 6 podiums of which 3 were victories

More FIS Snowboard 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’.