



For Immediate Release

Alpine Canada launches top 100 moments in Canadian ski racing history, invites Canadians to vote on their favourite

Calgary AB, (December 22, 2020) – For one hundred years, alpine ski racing has created memorable moments for all Canadians, laying a rich foundation of history in sport. On December 20th 2020 Alpine Canada Alpin along with partners Mackenzie Investments, Helly Hansen, Cold-FX, and Steam Whistle will launch a celebration 100 years in the making.

As part of the 100th-anniversary of ski racing in Canada, we are inviting Canadians, winter sports fans, ski fans, and communities to participate in a unique celebration. All Canadians have the chance to vote for their favourite Canadian alpine ski racing moment!

From Lucile Wheeler capturing Canada's first Olympic medal in alpine to Nancy Greene's stunning performances in the 1960s, the Crazy Canucks ruling Kitzbühel in the 1980s, to the Canadian Cowboys and Canadian domination of both Ski Cross and Para-Alpine disciplines, a lot has happened in one hundred years to capture the hearts and minds of Canadians.

While our athletes have had success worldwide, some of the most memorable races in Canadian history have been on home soil. From the passionate volunteers that make the races happen, to the fans at the bottom of Canadian-hosted races are key parts of the last century's finest memories.

"As a winter nation, ski racing is part of our national identity and Canada has such a rich history and tradition of excellence that we celebrate together with all Canadians as we carve a path towards the next century," said Therese Brisson, Alpine Canada's President & CEO. "Along with our partners, we can't wait for Canadians to have their say by voting for their favourite Canadian ski racing moment, as well as discussing, debating, and sharing their views. Our heartfelt thanks go to the committee of technical experts and historians who informed this amazing legacy project of 100 years that is a love letter to ski racing in Canada."

On December 20, 1920, the Canadian Amateur Ski Association (CASA) was incorporated under the dominion charter and began governing all skiing in Canada. In time, CASA became the Canadian Ski Association and finally grew into today's Canadian Snowsports Association (CSA). Since 1993, Alpine Canada has been a proud member of the CSA, linking a robust provincial and territorial development system that has allowed ski racing to flourish.

Join us over the next two months as we unveil the top 100 moments, calling on Canadians from coast to coast to vote on their favourite Peak Moments and have a chance to win 1 in 4 exclusive prizes!

Voting begins December 22, 2020 at 9:00 AM ET / 7:00 AM MT at <http://www.alpinecanada.org/aca100> will be open until 11:59:59 PM ET / 9:59:59 on February 21, 2021.

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About Alpine Canada

Alpine Canada is the governing body for alpine, para-alpine, and ski cross racing in Canada, as well as for Canadian ski coaches, providing education, certification, insurance, and compliance with the coaching code of conduct. With the support of valued corporate partners and donors, along with the Government of Canada, Own the Podium, the Canadian Olympic Committee, and the Coaching Association of Canada, Alpine Canada develops Olympic, Paralympic, World Championship, and World Cup athletes to stimulate visibility, inspiration, and growth in the ski community. In 2020, Alpine Canada celebrates 100 years of rich tradition in competitive skiing in Canada.