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MARS
MARCH 2017

PRESS RELEASE

For immediate release

Quebec City gears up for cross-country action

FIS Cross-Country World Cup Finals

Quebec City, Thursday, March 9, 2017 – It’s an understatement to say that these precious few weeks since Quebec City officially picked up the torch to organize the FIS Cross-Country World Cup Finals in Quebec City have gone by in a blur. Barely two months later, some 150 athletes from 15 countries are now making their way to the Plains of Abraham, where they’ll be racing by in a blur too during the long weekend of competition March 17–19. With Freestyle Sprint, 10/15k Classic Mass Start and 10/15k Freestyle Pursuit disciplines on the calendar, it promises to be a jam-packed weekend—not just with action but also crowds keen to cheer on local favourite Alex Harvey, riding high on his spectacular victory in the 50 km World Championship in Finland last Sunday!

A stop like no other on the World Cup tour

“The buzz on the International Ski Federation (FIS) circuit about Quebec City couldn’t be more positive. The athletes are itching to get back to the Plains of Abraham and ski the courses we’ve been crafting ever since we confirmed we could host the event at such short notice,” said Patrice Drouin, president of event organizer GesteV. “Urban distance races are a rare breed on the classic cross-country tour, so Quebec City really stands out from the other races this season. And having our local superstar in the lineup is a huge draw, to say the least!” This time last year, Montreal was the first major city in FIS history to host an event like this as part of the Ski Tour Canada, and so far it’s still the only race of its kind to be held in an urban setting. Now it’s Quebec City’s turn to leave its mark on the sport by laying out courses that are one of a kind with plenty of changes in pace to keep skiers on their toes. In the sprint event, skiers will race one lap around a 1,650-metre course, while in the men’s and ladies’ 15 km and 10 km distance events, athletes will ski four laps of a 3.7-km course and three laps of a 3.3 km course respectively.

“It’s such an honour for us to play host to another cross-country event of this calibre, almost a year to the day since we hosted the Ski Tour Canada right here in Quebec City,” said mayor Régis Labeaume. “First-class events like this highlight what a fantastic city this is for sport as well as being the place to be for winter fun. The FIS Cross-Country World Cup Finals are a golden opportunity for us to showcase the charm and sophistication of our beautiful city.” The first wave of athletes will be arriving in Quebec City this Sunday to acclimatize and start training on the courses. With the start and finish lines right on the Plains of Abraham, the public is encouraged to come out and cheer on the athletes along the course all weekend. Major event partner and main sponsor of Alex Harvey, Québecor will be on site serving up an experience to remember for spectators who turn out to cheer the athletes on. And the event will be greener than ever, with the team from Cascades on hand to entertain and educate visitors on why it’s important to manage residual materials wisely.

See the full event details online at worldcupccquebec.com.

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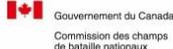


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About FIS

FIS, founded in 1924, is the governing body for international skiing and snowboarding. Recognized by the International Olympic Committee, FIS manages the Olympic disciplines of Alpine Skiing, Cross Country Skiing, Ski Jumping, Nordic Combined, Freestyle Skiing, and Snowboarding, and sets the international competition rules. Through its 119 national federations, more than 7,000 FIS ski and snowboard competitions are staged annually. Specific initiatives are undertaken by FIS to promote winter sports, particularly for young people.

About Cross Country Ski De Fond Canada

Cross Country Ski De Fond Canada is the governing body of cross-country skiing in Canada—the nation’s optimal winter sport and recreational activity with more than one million Canadians participating annually. Its 58,000 members include athletes, coaches, officials and skiers of all ages and abilities, including those on Canada’s National Ski Teams and Para-Nordic Ski Teams. With the support of its valued corporate partners—Haywood Securities Inc., AltaGas, and Mackenzie—along with the Government of Canada, Canadian Olympic Committee, Canadian Paralympic Committee, Own the Podium and B2dix, Cross Country Canada develops Olympic, Paralympic, and world champions.

About Quebec Winter Events Corporation

The mission of Quebec Winter Events Corporation (QWEC) is to promote winter sports on home soil through international events such as the Sprint Quebec FIS Cross-Country World Cup and the Jamboree FIS Freestyle Ski and Snowboard World Cups. In addition to attracting the world’s top winter sport athletes, QWEC works hard to support the development of amateur sport through each of its events.

About Gestev

Founded in 1992, Gestev is a dynamic event management company specialized in sports and cultural events. Over the years, Gestev has raised event management standards by adding a party twist to high-calibre competitions, including music shows and live entertainment, while making competitions accessible to all. Jamboree, Red Bull Crashed Ice, Transat Québec Saint-Malo, Sprint Québec, and Vélirium are just a few Gestev events. Gestev also manages Baie de Beauport and is a certified responsible event manager (BNQ 9700-253).

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