

IMPORTED FROM NORWAY

10 March 1987

Dear Ski Journalist:

Telemark skiing, America's fastest growing winter sport, will showcase its most prestigious international competition, the 1987 VIKIN FJORD NATIONAL TELEMARCK CHAMPIONSHIPS, this March 27-29 in Aspen, Colorado . . . and we'd like you to be our guest.

You'll see more than 250 skiers from the United States, Canada, Norway, Sweden, and Japan race head-to-head on Aspen's Buttermilk Mountain to determine the best telemark skiers in the world.

Men and women champions will be crowned, and the first United States Telemark Ski Team will be selected to represent the U.S. in future international competitions.

If you've never seen telemark racing, this will be your chance to see the best! This is skiing in its purest, yet most radical form. Flashing, lycra-clad skiers blend telemarking's graceful drop-knee style with alpine racing's speed for an astonishing effect. Remember, these athletes are slalom racing on modified nordic equipment!

And Aspen Skiing Company has made it easy for you to be there. Press-rate accommodations are available to all accredited media, and free lift tickets will give you unlimited access to all the best skiing of Aspen.

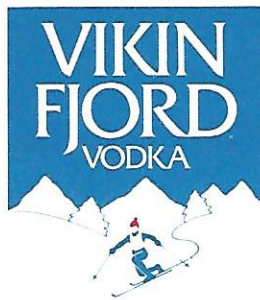
Telemark skiing is easy to learn and will open up new worlds of skiing enjoyment for you. Between races, you can get professional telemark instruction from the Aspen Ski School. That experience alone may make for a very interesting feature story.

For more information on accommodations and press relations for the event contact Marie Hux of Aspen Skiing Company at (303) 925-1220. Or call Jim Fox at the United States Ski Association (303) 578-4600.

See you in Aspen!

A handwritten signature in black ink, appearing to read "Lee Todd".

Lee Todd, National Nordic Program Director  
United States Ski Association



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## 1987 Vikin Fjord National Telemark Championships

### Schedule of Events -- Aspen, Colorado

Pre registration contact: Patti Pack, Race Administrator, Box 841 Edwards, CO 81632, 303-926-2034. Deadline March 20, 1987

#### Thursday March 26, 1987:

2:00 - 4:00pm	Buttermilk Mtn.	Gatekeepers Orientation
5:00pm	Continental Inn	Team Captains Meeting
6:00 - 8:00pm	Continental Inn	Registration & Credentials Pick-up

#### Friday March 27, 1987:

7:00 - 8:30am	Buttermilk Mountain Restaurant (BMR)	Registration
10:30am	Buttermilk Mountain "Government" Run	National Team Qualifier (Telemark Slalom)
6:00 - 8:00pm	Continental Inn	Late Registration
8:00 - 10:00pm	Continental Inn	Vikin Fjord Welcome Party

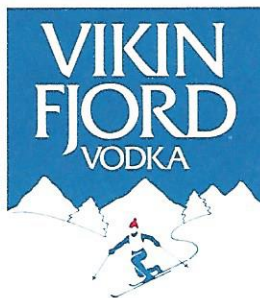
#### Saturday March 28, 1987:

7:00 - 8:30am	BMR	Late Registration
8:45am	BMR	Racer Briefing
9:00am	BMR	Racer Seedings
10:00am	Buttermilk Mountain "Government" Run	Championship Qualifiers (Telemark Slalom)
1:00pm	Buttermilk Mountain "Government" Run	Citizens Race (Telemark Slalom)
4:00 - 6:00pm	Barrington's Inn at Aspen	Vikin Fjord Telemark Party
8:00 -	TBA	Calcutta/Dance

#### Sunday March 29, 1987:

8:45am	Little Nell's Rest.	Racer Briefing
11:00am	Aspen Mountain "Little Nell's" Run	Championship Finals (Telemark Slalom)
Immediately Following	TBA	Vikin Fjord Awards Party
6:00 - 9:00pm	Continental Inn	Racers Banquet

Lodging Information contact: Sharon Haller, The Continental Inn, 1-800-24-ASPEN (US), 1-800-27-ASPEN (CO), OR Aspen Resort Association at 1-800-421-7145(CO) or 1-303-925-9000(US)



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## 1987 Vikin Fjord National Telemark Series and Championships

### Ideal for Press Coverage

Telemark skiing and the Vikin Fjord events are currently a "hot" topic for journalists. Telemarking is a subject rich in historic and cultural appeal, the basis of modern skiing! The events are widespread, easy to cover, and most importantly, a lot of fun! A few of the unique points are outlined below:

**\*\* EXCITEMENT --** The head-to-head format of the race allows for great action photos of racers. USSA can provide the technical information helpful to assure quality shots, as well as racer start orders, etc. We can also arrange racer interviews, and possibly a free Telemark lesson!

**\*\* ACCESSIBILITY --** Telemark events are held on contained race courses at alpine ski resorts, making it easy to get close to the action. USSA can help transport any of your equipment and arrange for special press passes and complimentary lift tickets.

**\*\* COMMUNICATIONS FACILITIES --** All events are run in conjunction with the host resort's marketing and media departments. At your disposal are long-distance phone lines, telecopiers, typewriters and photocopiers. USSA can arrange access to these items and provide speedy race results for timely reporting.

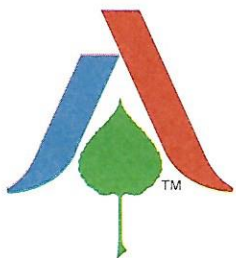
**\*\* ACCOMMODATIONS --** USSA works closely with resort housing contacts and often can arrange special discount rates for working press.

**\*\* PARTIES --** Each event is followed by an awards party. Here is a great opportunity to enter drawings for prizes and mingle with competitors. Telemark racers have diverse backgrounds, ranging from professionals to expedition leaders to national class runners, cyclists, and boaters. Lots of substance for stories!

**\*\* DEMOS --** Telemark equipment manufacturers are putting a great amount of promotional effort into these events. Most events have at least one manufacturer's "rep" on hand -- and the equipment (skis and boots) are fine-tuned and available for free use.

**\*\* MEDIA RESOURCES --** USSA has a complete media department. We are currently compiling a Telemark photo library (color slides and B&W prints), and we serve as an information clearinghouse on the sport. USSA can provide you with racer standings and biographical information, and can put you in touch directly with racers if you need more. We maintain a national media mailing list, and can send you periodic updates.

**\*\* MEDIA CONTACTS --** USSA receives regular requests for quality photos and stories on Telemarking. Publications that have recently run Telemark articles include OUTSIDE, POWDER, SKIING, SKI RACING, XC SKIER, SKI XC, and ULTRASPORT. We also have contacts in the ski industry for catalogue work and equipment deals.



# ASPEN SKIING COMPANY

FOR IMMEDIATE RELEASE  
March 1987

CONTACT: Marie Hux

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117 Aspen Airport Business Center  
Aspen, Colorado 81612  
(303) 925-1220

## ASPEN EXPANDS HORIZONS WITH TELEMARCK CHAMPIONSHIPS



Aspen Mountain  
Buttermilk Mountain  
Snowmass

ASPEN, CO....The first National Telemark Championship race to be held in Aspen will produce the first U.S. Telemark Ski Team the end of this month. Following an exciting 1986-87 series the Vikin Fjord National Telemark Championships will culminate in Aspen with racers taking to two of the four area mountains, Aspen and Buttermilk.

Over 250 racers from the United States, Canada, Norway, Sweden and Japan will compete against one another for the Championship. Last year, Aspen's own Monte Bell placed fourth in the National Championships.

Race participants will be able to enjoy a quick ride to the top of Aspen Mountain on the new "Silver Queen" gondola. The "Silver Queen" is a six-passenger high-speed gondola that brings skiers from the base of Aspen Mountain to the summit in just 15 minutes. A brand new quad chair will access Little Nell, site of the championship race on Sunday, March 29.

Aspen has long been a part of the telemark scene as a stop on the Summit Telemark Race Series circuit. Telemark clinics are currently being taught at Buttermilk Mountain, one of America's best teaching mountains. Ski Instructor Mark Pearson introduces telemark skiing to those who have never tried it and helps those who have to learn to ski it all with skill and proficiency.

Celebrating its 40th Anniversary of Skiing this year, Aspen looks forward to hosting the Championship race for one of the oldest styles of skiing ever practiced.

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**NEWS  
RELEASE**