

ALPECIMBRA FIS CHILDREN CUP

46° CRITERIUM INTERNAZIONALE GIOVANI F.I.S.
FOLGARIA - TRENTO
10-11 MARZO 2017



What's?

- The Criterium (ex Trofeo Topolino Sci) is a sporting event founded by Mike Buongiorno and Rolly Marchi in Courmayeur in 1958 and later (from 1961) rooted in Trentino until today.
- From simple national competition evolved into organizational rigor, in quantity, in official, to become the most important international sport event for the "Children" category (age 13-16 years, "U14" and "U16") of the twenty races in the FIS calendar.



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Why?

- The Criterium is recognized by the entire sports world as the first and most important competitive sports event of the world alpine skiing for young
- The Criterium has been proclaimed as the professional competition and indispensable for access to the world of professional sports for young people: in effect it is considered the "mini Olympics" youth alpine skiing. No other competition in the world has a budget of this kind
- The Criterium since 1961 takes place on Trentino territory thus winning the primacy of the second event "oldest" of the sector in the region



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Why?

- Each edition provides the essential agonistic time (selections and final competitions) and co-essential territorial involvement (the so-called boundary initiatives: painting competitions and literary; drawing lessons; filmic evenings, cultural and folkloristic events, conferences , etc.). This is why the event is characterized as largest youth party and more widely social, which provides activities throughout the year and increase of new elements from edition to edition.
- The event is run in close collaboration with the APT Alpe Cimbra and the Trentino Committee FIS: overall design, programming of each subsequent edition, and outline initiatives.



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The Numbers

- 45 Nations of all 5 Continents.
- 18 the Italian Regional Committees F.i.s.i.
- 10.000 people involved in foreign and Italian selections and the final stage (young athletes, coaches and technicians, leaders, organizers).
- 4.500 young athletes participating in the selection and final races (2.200 Foreign 2.300 Italians).
- 690 athletes who arrive on the territory hosting Criterium
- The 350 athletes competing for the final stage (160 females, 190 males).



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The Numbers

- 4.800 hotel attendance recorded (hotel and catering) during the last week of selections and competitions.
- 100 (and beyond) the newspapers (Italian and foreign) that have published on the services of Criterium
- 30 radio-TV (Italian and foreign) with services on Criterium
- 10 (and over) the Internet sites with information on Criterium
- 70.000 the contact in live streaming of the Criterium races
- 90.000 like on the Facebook page



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The Committee

- Fabrizio Gennari - President
- Vice President Marisa Ruatti with the role of manager of international relations and hospitality coordinator.
- The General Secretary Cinzia Longhi with the role of following over the whole year the relations with the participating teams, is a reference for all the side events, information and requirements related to the event
- Responsible image Fabrizio Gennari maintains and coordinates the image and promotes the event in relation to the needs, with a focus on local marketing and integration in the territory.
- Franco Sandri responsible for institutional relations, sociologist and journalist, in contact with the President, is responsible for relations with the bodies involved in the event.



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The Committee

- The press office looked after by sports journalists.
- Fabio Decarli social relationships or the one who is responsible for relations with the schools and with families.
- Technical managers: Lorenzo Conci, Andrea Bianchi, Ruggero Carbonari, Francesco Davilla, Fabrizio Gennari
- AlpeCimbra company tourism promotion
- FolgariaSki lift company
- Ski Team Altipiani technical management contract collaborating in the management of the event in hold cooperation with the Organizing Committee.



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The Location

- The event is located on the Folgaria area. Lavarone and Luserna with racing on Fondo Grande slopes of Folgaria.
- Folgaria, Lavarone and Luserna - 105 square miles of mountainous territory in the south-eastern Trentino.
- The ski area of Folgaria, Lavarone and Luserna with its Skitour of the Forts - 90 km of slopes - is appreciated by skiers of all abilities. Beginners novice and expert skiing are on these hills the ideal conditions to spend unforgettable days between snowplow turns and serpentine worthy of the best slalom skiers!



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And now a new challenge

The
**ALPECIMBRA WORLD PARA
ALPINE SKIING YOUTH CUP**



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The Slopes

- The SL races are on right side of the Salizzona slope



- The GS races are on the Agonistica slope (on the right side)



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The Parterre



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The Start Area



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The Flower Ceremony



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The Prizegiving Ceremony



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THANKS FOR THE ATTENTION



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