

# PRESS KIT

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## VAL DI FASSA AUDI FIS SKI WORLD CUP



**SUPER G WOMEN  
24 - 25 FEBRUARY 2024**

**La Volata  
Passo San Pellegrino**



LONGINES



REDESTEIN  
TYRES

WÜRTH

SKECHERS





# VAL DI FASSA AUDI FIS SKI WORLD CUP

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## Benvegnui in the Fassa Valley



*Dear colleague, here some useful information for your attendance for the Val di Fassa World Cup:*

### Media Accreditation

Those who have applied for the online media accreditation for the Val di Fassa Ski World Cup on the event builder platform can collect their badge and information material at our desk at the Media Centre, set up at the **Hotel Arnika** in Passo San Pellegrino.

Opening hours will be as follows:

**Friday 23 February** (10.00 - 19.30)

**Saturday 24 February** (8.30 - 18.00)

**Sunday 25 February** (8.30 - 18.00)

### Media Center

The Media Centre will be permanently manned by the event's press office. Inside the Media Centre it will be possible:

- to leave one's belongings temporarily
- to follow the TV broadcast on the screen
- to use the wi-fi connection to which you will have access, on request, using the username and password provided to you at the accreditation desk at the media centre.
- to get some free drinks and small snacks

### Parking

The organisation has reserved Media Parking at Hotel Arnika in Passo San Pellegrino, with the possibility (subject to availability) of using the underground car park or alternatively outside within the perimeter of the hotel. Should the two options be sold out, it will be possible to use Parking B, two hundred metres further on in the direction of Falcade.

The parking sticker is enclosed in pdf format with the press kit. Please print it out and display it on your dashboard, bearing in mind that on race days the access roads will be closed to traffic from 9

a.m. to 11 a.m., except for the race officials.

### Free shuttle service

For accredited media, there will be a shuttle bus service from the Media Centre to the race parterre, near the Col Margherita cable car valley station, free of charge.



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## Road closures

### Accessibility Passo San Pellegrino

On the occasion of the two World Cup races on 24 and 25 February 2024, traffic restrictions have been issued on both the Trentino and Veneto sides of the pass. On the Trentino side, the state road 346 will be closed from the locality of Ronchi (departure of the Alpe Lusia ski lifts) to the San Pellegrino Pass from 9.00 a.m. to 11.00 a.m. on both race days. A free shuttle service will be provided from 8.30 a.m. to 10.30 a.m. (outward journey) and from 1.00 p.m. to 3.00 p.m. (return journey), departing near the Moena sports field (Bici Grill). Parking will be free of charge. On the Veneto side, on the other hand, state road 346 will be closed from the junction for Passo Valles to Passo San Pellegrino from 9.00 a.m. to 11.00 a.m. on both race days. Here as well, a free shuttle service will be provided from 8.30 to 10.30 a.m. (outward) and from 1.00 p.m. to 1.00 p.m. (return)

with the following stops: first stop in Savaion (Municipality of Canale d'Agordo), area with car park; second stop in the square in Falcade; third stop in Falcade, Pizzeria La Stua in Via Serafini; fourth stop in Falcade (parish church).

## Bib photographers

At the Media Centre, the Press Office will have bibs for access to the track for photographers who request them.

The bibs will be assigned by the press office in agreement with the coordinator of photographers Alessandro Trovati (+39 348 6903881) to whom any queries regarding the work of accredited photojournalists will be addressed.

## Runway Services

**PHOTOGRAPHERS ACCESS TO THE TRACK:** access is regulated and controlled by the FIS in agreement with the Chief of Photographers. An area reserved for photographers is provided in the finish area.

**RADIO/TV TRACK ACCESS:** accreditation is managed by the respective rights holder Infront in close agreement with the FIS race director.

Press track reconnaissance: access for track reconnaissance is regulated directly by the FIS Race Director and handed out on request at the Media Centre, after consultation with FIS and Infront. Please note that media reconnaissance may only take place before - and not during - the athletes' reconnaissance.

All media material can be viewed at this address:

**[www.valdifassaskiworldcup.it](http://www.valdifassaskiworldcup.it)**



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## The World Cup returns to Val di Fassa

*On 24 and 25 february two women's superGs*



More than forty competitions of the continental circuit, 21 editions of the European Cup of the technical disciplines and 3 of the women's fast disciplines, Universiade, Junior World Championships, seventeen of commitment in the "Piste Azzurre" project, which elevate it to the rank of training venue of the Italian national team and then three World Cup races already organised in 2021 as recoveries. Thanks to this wealth of experience, on 24 and 25 February, for the first time Val di Fassa will organise on the "La VolatA" slope two women's super-G included in the official calendar of the white circus.

There is great enthusiasm in Val di Fassa for this two-day World Cup, the first official one in the international calendar, since in 2021 the track La VolatA had made its debut in the maximum circuit with three recoveries of as many postponed competitions.

Particular mention must be made of the great teamwork that the new Grandi Eventi Val di Fassa company has managed to put in place for this prestigious event, involving the San Pellegrino Ski Area and the local ski clubs Ski Team Fassa, Us Monti Pallidi, FassActive and the five valley ski schools: Scuola italiana sci Moena Dolomiti, Scuola italiana sci Vajolet Pozza di Fassa, Scuola italiana sci Vigo di Fassa and Passo Costalunga, Scuola italiana sci Canazei Marmolada and Scuola italiana sci Campitello. But also the Alpine School and the V athletes' nucleus of the Guardia di Finanza in Predazzo and the Alpine Training Centre of the Moena State Police.

On the last weekend in February, however, the public's attention will be focused solely on the racing aspect, because the La VolatA piste offers valuable points for both the crystal

globe and the super-G cup standings. The undisputed queen of both rankings is the 32-year-old Swiss Lara Gut-Behrami, who won on the La VolatA slope in 2021 both free downhill races, with 1414 points, ahead of Mikaela Shiffrin who is still in the pits with 1209 points and the Italian Federica Brignone who boasts a score of 1128 and who won after a great performance precisely the super-G of Val di Fassa in 2021. For the Valle d'Aosta skier there is hope of an encore, because when there are still four super-Gs left to conclude the 2023/2024 calendar, she is in third position with 326 points, 34 points behind the leader Lara Gut-Behrami and 29 behind runner-up Cornelia Hütter. Also the Rendena-born Laura Pirovano will be competing in Trentino, just back from a fourth and fifth place in the two free downhill races last weekend in Crans Montana. She is determined to leave her mark on the Val di Fassa slope where she often trains and where in 2021 she achieved a 5th and 8th place in the two downhill races. Unfortunately, home athlete Monica Zanoner, victim of a serious accident in the European Cup, which caused her to break her femur, will not be at the gate.

The programme of the Val di Fassa World Cup foresees the opening of the two-day event already on Friday evening in Moena with the World Cup Opening Parade at 6 p.m., then on Saturday 24 February the first super-G is scheduled with start at 11 a.m., then at 6 p.m. in the square in Moena will take place the prize-giving and bib awarding ceremony. On Sunday 25 February, again at 11 a.m., the second super-G will start with prize-giving ceremony in the parterre of the La VolatA slope.



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## Gut-Behrami leads the World Cup

The World Cup stage in Val di Fassa on 24 and 25 February is the third last event before the finals scheduled in Saalbach from 16 to 24 March. As far as the super-G events still scheduled in the 2023-2024 calendar are concerned, there are 4, 2 of which will be held on the La VolatA slope.

The two challenges in Trentino represent important opportunities to put valuable points in the basket both for the overall ranking and for those who have not yet gained access to the Austrian Cup Finals. Here are the provisional World Cup rankings before the Val di Fassa competitions:

**WORLD CUP GENERAL STANDING:** 1. Lara Gut-Behrami (Sui) points 1414; 2. Mikaela Shiffrin (USA) 1.209; 3. Federica Brignone (Ita) 1.128; 4. Petra Vlhova (Svk) 802; 5. Sofia Goggia (Ita) 792; 7. Sara Hector (Swe) 790; 8. Cornelia Hütter (Aut) 652; 9. Marta Bassino (Ita) 628; 10. Michelle Gisin (Sui) 593. The other Italians: 22. Laura Pirovano 310; 42. Nicol Delago (Ita) 153; 49. Roberta Melesi (Ita) 136.

**WORLD CUP SUPER G GENERAL STANDING:** 1. Lara Gut-Behrami (Sui) points 360; 2. Cornelia Hütter (Aut) 355; 3. Federica Brignone (Ita) 326; 4. Stephanie Venier (Aut) 266; 5. Sofia Goggia (Ita) 237; 6. Kajsa Vickhoff Lie (Nor) 227; 7. Mirjam Puchner (Aut) 198; 8. Marta Bassino (Ita) 183; 9. Ragnhild Mowinkel (Nor) 167; 10. Romane Mirandoli (Fra) 157; 14. Laura Pirovano (Ita) 116; 15. Roberta Melesi (Ita) 74; 41. Nicol Delago (Ita) 41; 44. Vicky Bernardi (Ita) 44.



## The two-day programme

### FRIDAY 23 FEBRUARY 2024

**17.00:** Team Captains' Meeting | La Gran Ciasa - Soraga

**18.00:** Audi FIS Ski World Cup Opening Parade | Piazz de Ramon - Moena

### SATURDAY 24 FEBRUARY 2024

**11.00:** Val di Fassa Audi FIS Ski World Cup - Super-G Women

*to follow:* Flower Ceremony | Finish Area

**17.00:** Team Captains' Meeting | La Gran Ciasa - Soraga

**18.00:** Official prize-giving and bib draw | Piazz de Sotegrava - Moena

### SUNDAY 25 FEBRUARY 2024

**11.00:** Val di Fassa Audi FIS Ski World Cup - Super-G Women

*to follow:* Flower Ceremony and Official Award Ceremony | Finish Area

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TRENTINO



## The secrets of the «La VolatA» track



The **'La VolatA'** track was inaugurated in 2017. Constructed for the Junior World Championships, which took place two years later, it is a track particularly suitable for fast international women's competitions, thanks to a development of 2400 metres, an average gradient of 28.4%, a maximum of 47% and an altitude difference of 600 metres.

A black slope, which from the 2480 metres of the start area, just below the arrival of the Col Margherita cable car, descends steeply towards the San Pellegrino Pass, where the finish is located at 1880 metres. The duration of the race descent is approximately 1 minute and 20 seconds.

It is located in the ski area of the same name and its name takes up the initials of **Alberto Vendruscolo**, a true pioneer of skiing in this area of Trentino. The super-G course starts from a porphyry terrace overlooking the splendid panorama of the Pale di San Martino. After the start the competitors immediately face the **'Muro Alberto'** (190 metres long and named after the founder of this ski area Alberto Vendruscolo), which turns slightly to the right, on which it is necessary to pick up speed, because along the next 200 metres of the **'Pian del Fabion'** it is easy to lose hundredths of a second. This section is dedicated to Fabio De Ventura, a historical collaborator of

the ski lift company who passed away last year and the creator of the Fassa slope's snow-making system.

This is followed by the first significant change of slope to tackle the 280 metres of the **'Muro Manfro'**, characterised by a significant left turn, which recalls the exploits of the strong cross-country skier Franco Manfro, bronze medal winner at the 1966 World Championships in Oslo.

Afterwards there is a slight diversions to the right to attack the 410 metres of the **"La Piana"**, then comes the crucial point, a turn to the left where maximum concentration and precise interpretation of the lines on the **"Muri del Poeta"** are required, the section with the greatest difference in altitude with 1000 metres of development, before arriving at the **"Dosso del Camoscio"**, where the last 880 metres begin, leading to the finish line, near the cable car valley station.

The 'poet' in question is Ezio De Pellegrin, another specialist of the facilities company who, with his snowcat, has for decades painstakingly prepared every nook and cranny of the La VolatA slope, while the name 'chamois' recalls an episode involving the animal crossing the slope during an event, in an area where, among other things, the artilodactyls are sedentary.



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## The history of the track

Up until seven years ago, the proposal to create a black trail linking Col Margherita to Passo San Pellegrino seemed 'crazy'. It was not just a question of creating a route that would start in one region, Veneto, and arrive in another, Trentino. What made the hypothesis seemingly unfeasible were the rock gaps in the final part, where even imagining a route seemed an impossible task. Few would have bet that a course destined to host the elite of world skiing would have sprung up there. Instead, Mauro Vendruscolo, president of the Funivia Col Margherita, and his father Alberto could clearly draw that course in their minds, among the snow-covered slopes of Col Margherita. Time has proved them right and now the capital 'V' and 'A' of La VolatA, are a tribute to the entrepreneur, who dreamt of that slope.

The project consisted of completing the first steep section created in the late 1980s by Livio Sommariva, the first president of the Funivia Col Margherita company, who shared a pioneering vision of skiing with Alberto Vendruscolo.

In 1982, with the installation of the Col Margherita cable car, the first step was taken towards the creation of the San Pellegrino Ski Area, connecting the San Pellegrino Pass, in the province of Trento, to the 2514-metre Col Margherita in the Falcade area of Belluno, in just a few minutes. All that was missing at that point was a black champion, starting on one side and finishing on the other.

The completion of La VolatA is first put on paper in 2011, but remains in the drawer. In the years to come, with the Junior World Championships on the horizon, the project becomes real. A track capable of hosting international competitions is planned and the enthusiasm turns into a collective effort.

"La VolatA is what it is thanks to all those who believed in it, starting with our collaborators who also worked physically to make it happen. - says Mauro Vendruscolo - The 'walls of the poet', for example, are the fruit of the hard work of our historic catman and excavator Ezio, as he was nicknamed, and of those who, like him, invested all possible energy in designing this track, improving it, making it competitive. Each of us has put our heart and commitment into this track and I thank the board of directors of the Funivia Col Margherita company, with the participation of Catinaccio, Lusia, the Municipality of Moena and Trentino Sviluppo, for making this project a reality".

In 2021, La VolatA, the top black of the San Pellegrino Ski Area, entered the circuit of top-level tracks thanks to the commitment of the Val di Fassa Tourist Board and its 'Piste Azzurre' project. From 26 to 28 February 2021, it hosted the Women's Alpine Skiing World Cup with no less than three speed races. A downhill that has united the borders of two regions and now crosses those of Italy to turn the international spotlight of the World Cup on it for a second time.



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## The «La VolatA» according to the blue skiers



Val di Fassa plays a strategic role in the technical preparation of all the athletes of the Italian national team. Over the past few weeks, the girls in the fast disciplines have held numerous training camps, in all possible conditions and at different times, demonstrating the great willingness of the organisers of the World Cup next February 2024. Sofia Goggia, Federica Brignone, Marta Bassino, sisters Nadia and Nicole Delago, Laura Pirovano and Roberta Melesi have grinded out kilometres on the VolatA's verticality, also finding ideal conditions to recharge their batteries after the race, thanks to the high-level hotels and services, as they themselves recount. "Having the chance," declared Sofia Goggia, "to take part in speed trials on days that are often crowded from a tourist point of view, is no small thing.

Val di Fassa gives us this important opportunity, offering us the best, and we can only say thank you. I will be back several times this winter. Above all, I am looking forward to having fun in the race in February". Federica Brignone echoes her: "The

friends of the Val di Fassa do an incredible job to enable us to do quality training on the eve of the big World Cup events. Personally, I have a special feeling with the La VolatA slope, where in 2021 I had returned to win in super-G after a long stop. And next February there will even be two super-Gs, so we hope to make our mark there".

The one who breathes the air of home in Val di Fassa is Laura Pirovano, from Trentino: "As always, in Val di Fassa we manage to train well, - she explains - moreover here in 2011 I had achieved a fifth and an eighth place. We always have important sessions on the track La VolatA, we hope to reap what we sow, maybe right here at the end of February".

Nadia Delago from Gardena/Gröden always exalts herself on these tracks: "In the European Cup, I have always achieved many podiums and also victories. I really like the VolatA for its completeness. Now I have rediscovered continuity and I hope to be a protagonist in February".



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## Friday at 6 p.m. the parade in Moena

*To discover Ladin traditions and culture*

The two days of the World Cup on 24 and 25 February represent an extraordinary promotional and visibility opportunity for the Val di Fassa, to make its incomparable Dolomites and organisational skills known to the world. An event that will be televised in as many as 150 countries, with a hypothetical total of about 3.5 million spectators.

This important event will also showcase the peculiarities of the Ladin territory, culture and traditions, which will be presented on the evening of Friday, 23 February at 6 p.m. in Moena during an evocative inaugural event called the Audi Fis World Cup Opening Parade. It will consist of a parade through the streets of the town centre arriving in Piazz de Sotegrava, with the participation of all nine Italian athletes registered, led by Federica Brignone, Marta Bassino and Laura Pirovano from Trentino, who will parade on board a horse-drawn carriage, accompanied by the young skiers of the valley's ski clubs, the instructors of the five local ski schools with torches in their hands, the student athletes of the Ski & Ice College Val Fassa and the skiers of the ski school of Moena. Ice College Val di Fassa and the other associations of the Val di Fassa with first and foremost the "Scufons del Cogo" group, which promotes freeriding and telemark skiing also through the "Scufoneda", event scheduled from 8th to 10th March for its XXVII edition, as well as with the rhythms of the Moena Rhythmic Gymnastics Association Fassa and Fiemme. Also taking part in the procession with their notes and voices will be the "Mùsega da Poza" band and the Enrosadira choir from Moena, accompanied by performers on stilts who will give life to a singular show with a celebratory conclusion on stage together

with the administrative and sports authorities present.

This will be preceded (from 4 p.m.) by a unique initiative proposed by the Bambi Association, which supports sick children and their families, with children's make-up, popcorn and candyfloss. In addition, the local Alpine section will distribute mulled wine and street food in the Piazzetta Perla Alpina. The competition of the maximum circuit will highlight the significant teamwork put in place by all the tourist, administrative, sports and association components, with the coordination of the new company Grandi Eventi Val di Fassa. It is no coincidence that for the first time, focused on a single objective, the three ski clubs of the valley, i.e. Ski Team Fassa, Us Monti Pallidi and Fassa Active, have been involved, as well as the five ski schools operating in this area: Italian Ski School Moena Dolomites, Italian Ski School Vajolet Pozza di Fassa, Italian Ski School Vigo di Fassa and Passo Costalunga, Italian Ski School Canazei Marmolada and Italian Ski School Campitello. In addition, the Alpine School and the V athletes' nucleus of the Guardia di Finanza in Predazzo and the Alpine Training Centre of the State Police in Moena. Also not to be missed is the suggestive appointment on Saturday evening, again at 6.00 p.m., with the official prize-giving ceremony of the first day of the race, while the flower ceremony will be held in the parterre of the La Volata slope, and the bib draw ceremony in the Piazz de Sotegrava in Moena. The two races will start on Saturday and Sunday at 11 a.m., and the official prize-giving ceremony will take place in the finish area of Passo San Pellegrino once the race is over.





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## The trophy created by the young artist of Val di Fassa

As in previous international events, also for the two World Cup races on 24 and 25 February 2024, the trophies that will be awarded to those who will stand on the podium on both days, are the result of the creativity of the students of the Liceo Artistico Giuseppe Soraperra of Sèn Jan di Fassa (San Giovanni di Fassa).

The Institute, which also includes a Scientific and Ladin languages course, also includes the 'Ski & Ice College Val di Fassa' project with facilitated study paths for student athletes.

The trophy was

designed by Lorenza Cloch, who won the project-competition proposed by the Fassa Tourist Board in 2021. The work takes its inspiration from the legends of the area, in particular from the famous saga of King Laurin and the Rosengarten: the former is represented by the crown - which will pay homage to the "queens" of the three races in the programme - made with two elements placed in the middle of the mountains, which in turn are represented by the use of two pieces of wood that soar upwards.

Compared to the first realisation in 2021, the trophy was slightly modified in the choice of some components. The choice of materials for the realisation of the trophy was also careful and targeted: wood from the forests and stone from the Monti Pallidi, two distinctive features of the Val di Fassa territory.

Finally, there is glass, which with its transparency and reflections wants to represent ice, snow and cold, the elements that characterise Alpine skiing. The base of the trophy is composed of three steps, symbolising the podium on which the top three will climb: the two lower ones are made of solid larch wood, the higher one of dolomite stone, a material that symbolises the landscape that hosts the event.





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## Hector, Strasser and Salarich are international ambassadors of the Fassa Valley

Starting from the 2022/23 winter season, the Val di Fassa-Carezza Consortium, i.e. the ski lift company representing the various ski areas in the Ladin valley, presented the 'Ambassador Pro' project, which promotes the Val di Fassa tourist destination brand on an international scale. Through an in-depth action of scouting, analysis of values, communication numbers and recognition on the alpine ski markets, three top international athletes from the World Cup circuit were chosen as Val di Fassa ambassadors. The task assigned to them was to promote the experiences, Ladin culture, food, sustainable tourism, respect for the environment, and educational criteria, which they express through their sporting activities, in their respective communities. They have been included in an initial two-year project, which has been extended to the two-year period 2024-26, a viaticum towards the Milan-Cortina 2026 Olympic Games.

The visibility of the "Pro Ambassadors" is not linked to the Val di Fassa logo, but to that of the story centred on the possible and certifiable experiential values in combination with training and competitions. The chosen athletes are the Swedish Sara Hector, Olympic gold medallist in Beijing 2022, winner this year of the Jasna Giant Slalom and very performing in the World Cup also in slalom; the German slalom racer Linus Strasser, recent winner in Kitzbühel and Schladming, and the Catalan slalom racer Joachim Salarich. These three athletes had the task of conveying to their audience a concept of experiential dissemination, gathered in the field, with

maximum identification with the value and reality experienced and perceived.

"This is a completely new action for us, on which we are betting a lot," reports Elisa Maccagni - President of the Consorzio Impianti Val di Fassa-Carezza, "as part of a three-year development project centred on the experiential value of the mountains in which we operate as plant companies, through skiing. We have chosen three top athletes, communicative and of reference in their countries, protagonists in the narrative both through their sporting actions and through digital and traditional communication, well known and followed in the countries they represent, which for us are markets of skiers. We have chosen them to be ambassadors, in addition to the value of the individual sports result, we want the lived experience, the story of the comparison with our reality and not only in winter but in an over-seasonal outdoor experience. The aim is to make them experience not only the skiing practised at the highest level when they train on the Piste Azzurre of the Val di Fassa, but also positive, exciting, unique and even emotional experiences that can also be expressed on an environmental level, such as the use of the ski lifts, the amazement at the beauty of the landscape and the respect for the Dolomite environment, which they experience very closely when they train in the valley. They have thus become the interpreters and protagonists of the dissemination of values and experiences in their countries of reference, i.e. Sweden, Germany and Spain".

## The «Piste Azzurre» project

For more than fifteen years, the Val di Fassa has been the official training base of the Italian national Alpine skiing team, which takes advantage of the tracks of the popular Ladin resort on several occasions during the season to prepare for the important winter competitive events. This was made possible by the creation of the 'Piste Azzurre' project after the 2006 Turin Olympics, which gave rise to a federal centre. The partnership involves the Italian Winter Sports Federation, Dolomiti Superski, Trentino Marketing and the Val di Fassa Tourist Board.

There are a total of eight tracks used by the champions for training, three of which are located in the Alpe Lusia Ski Area, namely the Fiamme Oro 1 track (1600 metres in length and an

altitude difference of 450), the Piavac track (1200 metres in length and an altitude difference of 430 metres) and the Mediolanum track (2050 metres in length and an altitude difference of 422 metres). The San Pellegrino Ski Area, on the other hand, includes the La VolatA slope (2350 metres in length and 630 metres in height difference) and Cima Uomo (750 metres in length and 452 metres in height difference), while the Skistadium Aloch is located in the Pozza-Buffaure Ski Area and is 1000 metres long and 309 metres in height difference. The Tomba slope, 900 metres long and 260 vertical drop, is located in the Vigo-Ciampiedie Ski Area. Finally, the Belvedere slope is in the Canazei-Belvedere Ski Area (1122 metres in length and 340 vertical drop).



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## Four Fassa winners in the World Cup



The Val di Fassa is a kind of Slalom Valley. In fact, the Trentino valley boasts a record in the great world of Alpine skiing, that of having brought four of its own athletes to the top step of the podium of a World Cup race, three in the men's field and one in the women's. In all four cases, it was a special slalom.

The feat, in strict chronological order, was achieved by Angelo Weiss, Chiara Costazza, Cristian Deville and Stefano Gross. The first to succeed was Angelo Weiss, who, at the age of 31, managed to realise the dream of a career. It was 9 January 2000 and the Fassa man won the slalom in Chamonix, France, ahead of one of the greatest champions of the time, the Norwegian Kjetil Andre Aamodt, and the Slovenian Matjaz Vrhovnik. It was his only podium in the World Cup, as he collected three other placings in that extraordinary season on the highest international circuit, with a double seventh place in Madonna di Campiglio and Wengen. To these results were added a fifth (in Aspen in November 1998) and a sixth place (in Campiglio in 1993).

Seven years later it was Chiara Costazza's turn to bring the colours of the Val di Fassa back to triumph. In November 2007 the slalom skier from Pozza di Fassa was third in Reiteralm, preceding the success conquered in Lienz the following month, precisely on 30 December. In the following season Chiara was the victim of a bad injury, but still managed to recover and to close her career with two podiums and no less than 33 top 10 finishes in the World Cup.

The 2011-2012 season, on the other hand, was Cristian Deville's. Arriving at the event at the height of his maturity, the 1981 skier from Moena closed that winter with four podiums in the top international circuit and the memorable victory on

the Kitzbühel slope on 22 January 2012, ahead of two sacred monsters such as Mario Matt and Ivica Kostelic. To that success were added two second places (in Beaver Creek and Kranjska Gora) and a third place (in Flachau).

The last athlete from Val di Fassa to succeed in winning the World Cup was, on 11 January 2015, Stefano Gross. The athlete from Pozza di Fassa, born in 1986, is the one who boasts, among the four mentioned, the best palmares, as there are thirteen World Cup podiums. The first in the series came in 2012 in Adelboden, Switzerland, where he managed to hit the full haul three years later, in 2015. The success came at the end of a thrilling race, won 2 hundredths ahead of German Fritz Dopfer and 3 hundredths ahead of 'his majesty' Marcel Hirscher.

An area, therefore, that has produced many champions, who have established themselves in the Italian national winter sports team through important achievements also in the international arena: from the pioneers Rinaldo Cigolla, Giuliana Talmon, Angelo Pitscheider, Guido Margoni and Daniele Chiocchetti to Tone Valeruz, from Anastasia and Igor Cigolla (who won a gold medal in the downhill at the Universiade in Belluno in 1985 and a World Cup podium in 1988) to Stefano Costazza, and then the slalom racer Diego Amplatz, winner of the European Cup in 1975.

The two current ambassadors of Val di Fassa are the young Monica Zanoner, a specialist in fast disciplines, and the Paralympic athlete Chiara Mazzel, who won three gold medals at the world championships last year. Unfortunately, both are currently injured.

# VAL DI FASSA AUDI FIS SKI WORLD CUP

**SUPER G WOMEN**  
**24 - 25 FEBRUARY 2024**



## The Great Events Company

The Val di Fassa is therefore ready to take on this exciting challenge, on the strength of an extraordinary organisational teamwork, which involves first and foremost the "Val di Fassa Società Grandi Eventi", set up last May by the Val di Fassa Tourist Board with 48% of the shares, by the "Val di Fassa-Carezza" "Alpe Lusia-San Pellegrino" lift consortia with 21,50% each, by the organising committees of the DoloMyths Run, Sellaronda Ski Marathon and Fassa Bike with 3% each, to act as the director of all the events of international calibre that take place in the Fassa area, in winter on the ski slopes and in summer on the "trails" that have made it famous throughout the world.

## Comitato Organizzatore

President: **Fausto Lorenz**

General Secretary: **Cristoforo Debertol**

Administrative Manager: **Alessia Debertol**

Marketing manager Ski Area San Pellegrino: **Renzo Minella**

Sports Director: **Davide Moser** Race Director: **Cesare Pastore** Track Director: **Mattia Giongo**

Head of Press Office: **Mauro Bonvecchio** (PegasoMedia)

Communication Team: **Sabrina Pesarini, Virna Pierobon, Elisa Salvi, Nora Giovannini**

## Contact

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Val di Fassa Major Events

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TRENTINO



## Benvegnui in the Fassa Valley

*Land of Ladin language, culture ad tradition*

The Val di Fassa, a valley in the heart of the Dolomites at the foot of the Sella group, has preserved the ancient Ladin language and all the traditions of the Ladins of the Dolomites. This precious heritage is also protected at administrative level. The Ladin language is in fact recognised as a minority language by the Trentino-Alto Adige region and the European Community.

Ladin, spoken in Val di Fassa, is the mother tongue of about 6000 people and is linguistically defined as 'Ladin fascian'. It is also in use with other language variants in the Gardena, Badia, Livinalongo and Ampezzo valleys. The Ladin language was formed in this geographic area during the first century AD, coinciding with the conquest of the Alpine region by the Romans under the command of the Roman leader Drusus. The Romans gave the people of the Dolomites the collective name of Reti.

The Roman armies and officials brought with them 'vulgar' Latin, which mixed in the Ladin valleys with the Rhaetian and Norse languages of the Dolomites, giving rise to Ladin. Later, German and then Italian influenced Ladin, giving rise to the language we know today in its local variants. The Ladin language is also known as 'Rhaeto-Romanic language'. It is a language in its own right, independent of Italian dialects for both structural and historical reasons, and is therefore recognised as such as a minority and administrative language by the European Union. Ladin is taught in schools as an equal language with Italian and German, and both spoken and written Ladin is taught in addition to English. In order to work in local public administrations, it is necessary to have a certificate recognising knowledge of the Ladin language issued by the province, after passing an exam. All the official acts of the municipalities as well as documents and toponymy are also written in Ladin. The Ladin valleys have a newspaper 'La Usc di Ladins' and have some television and radio programmes in Ladin written by the RAI office in Bolzano.

### **The Ladin Cultural Institute "Majon di Fascegn" - San Giovanni di Fassa / Sèn Jan.**

It is the cultural structure that works to support the Ladin community, a linguistic minority located in the heart of the Dolomites. A functional body of the Autonomous Province of Trento, established in 1975, having its seat in San Giovanni di Fassa - Sèn Jan (Vigo di Fassa) in the ancient "Tobià de la Pieif". One of its statutory aims is the collection, organisation and

study of materials concerning the history, economy, language, folklore, mythology, customs and habits of the Ladin people.

### **The "Museo ladin de Fascia" - San Giovanni di Fassa / Sèn Jan**

The museum exhibits the ethnographic collections of the Istitut Cultural Ladin. The Ladin Museum of Fassa, inaugurated in 2001, houses the ethnographic collections of the Istitut Cultural Ladin. The Ladin Museum, designed in its essential lines from 1978-79, reflects the image of a living and self-aware community, characterised by its own language, territory and history: the subject of the exhibition is precisely the process of the formation of a people.

### **The Ladin flag**

The Ladin flag has horizontal stripes and carries the characteristic colours: light blue-white- green. The non-random choice of colours tells of the nature and environment of the Dolomites: the green of the meadows and woods, the white of the snow that covers the Dolomites in winter and the light blue of the sky that surrounds the splendid mountains of this land in every season of the year.



#### **CONTACT DETAILS**

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## Val di Fassa, the winter of wonders



Lots of skiing, but also lots of excitement, taste and music. It is the winter of wonders that awaits you in Val di Fassa, in the heart of the Dolomites. A winter season 2023-2024 characterised, more than ever, by challenges in Val di Fassa. This area, of rare beauty, will host a dozen ski races of international level, reaching its peak with the two super-Gs of the Women's Alpine Ski World Cup, on 24 and 25 February in the San Pellegrino Ski Area. On the "La Volata" slope - as happened in February 2021 with no less than three speed races - the strongest female skiers on the planet are engaged in two competitions that will bring the skiing elite to the Ladin valley, at a key moment for the Cup ranking positions.

You can enjoy the spotlight on Val di Fassa, where competitiveness is at home, as early as December 2023, with many competitions to mark in your diary of favourite appointments: on 14 December the men's and women's parallel giant slalom of the Snowboard World Cup on the "Pra di Tori" slope in the Carezza ski area; on 17 December the men's special slalom of the European Cup at the "Ski Stadium Aloch" in Pozza; from 20 to 22 December two free downhill and a women's super G of the European Cup always on "La Volata". From 17 to 18 and from 23 to 24 January and then from 19 to 21 March, it is the turn of the Fis Baltic Cup competitions at the 'Ski Stadium Aloch'. On 28 January, the 51st Marcialonga di Fiemme e Fassa is on stage, while on 1 and 2 March the Skicross European Cup will be held in the San Pellegrino Ski Area. Lastly, not to be missed from 8 to 12 March is the "Scufonèda", a free heel skiing event, and on 22 March the Sellaronda Skimarathon, the world's most famous ski mountaineering race on a night-time track in pairs.

### The ski party

The string of competitions, which enhances the essence of the cradle destination of Alpine skiing, in Val di Fassa gives great rhythm to a winter that takes you to the slopes from 2 December with the start of the snow season, in all its forms. The valley of Ladin language and culture, which stretches some twenty kilometres between the towns of Moena and Canazei, is an exceptional destination, whether you are a skiing neophyte or a true expert. Every morning you can choose exciting itineraries thanks to its 210 kilometres of tracks developed in two large ski resorts, "Val di Fassa-Carezza" and "Alpe Lusia-San Pellegrino", served by about eighty chairlifts, gondolas and cable cars, four ski tours including the famous Sellaronda and the popular Skitour Panorama, and eight snowparks.

New this winter is "Val di Fassa Wonders": the best way to explore the area on skis, tackling, over the course of a week or a long weekend, a different skitour every day on the slopes of Fassa and the Dolomiti Superski. This innovative ski safari is designed to give you plenty of time to slalom, admire amazing views, savour Ladin cuisine and experience the most intense emotions.

To complete the valley's offer, there are five ski schools (all holding the 'Golden Seal' for teaching quality) if you want to learn or improve technique and enjoyment, as well as several 'kindergartens' and snow playgrounds, both at altitude and at the bottom of the valley, for the happiness of your children.



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## Unforgettable experiences in the snow

Here you can experience special sensations right from dawn with "Trentino Ski Sunrise": eight appointments, from 28 December to 8 March in every ski area of the valley, with exclusive skiing at sunrise on a freshly groomed slope and a rich breakfast in a mountain hut based on local products. An intoxicating prelude to continue the day with an exceptional reserve of energy. If, on the other hand, you prefer the sunset, from January to March, you can choose from four "Enrosadira Time": together with an alpine guide on a snowshoe hike, or with the ski lifts, you will reach an enchanting place such as the Fuciade basin, the San Pellegrino or the 2950 metres of Sass Pordoi, to admire the enrosadira, as the Ladins call the phenomenon that sees the mountains, struck by the last rays of the sun, turn all shades of pink and red. A natural spectacle that ends, in total goodness, with a tasting in the refuge of local gastronomic specialities.

The sincerest contact with nature can be experienced with "Forest Bathing", which you can experience in Val di Fassa, on several occasions, even in winter: a forest bath, with expert instructors, ignites all your senses and frees your mind. You can also amaze yourself with a horse riding on the snow, following wonderful itineraries almost in symbiosis with the horse, or with short tours on horse-drawn sleighs.

If you are intrigued by freeriding, you can enjoy numerous routes in the Dolomite environment, to be experienced on mountaineering skis or with snowshoes, winter boots and crampons (depending on snow conditions). These are activities that should be practised in the company of an alpine guide to appreciate every moment, along unusual itineraries that lead to the heart of the mountains. Among the sports to

try, if you haven't already done so, is cross-country skiing, which allows you to combine outdoor activity, to be done at your own pace, with the snow-white landscapes that surround, for example, the Marcialonga di Fiemme e Fassa track or the rings of the Alochet centre at San Pellegrino.



## Slow holidays among music, thermal water and good food

When the days get cooler in the spring sunshine, "Dolomiti Ski Jazz" arrives in Val di Fassa: from 8 to 17 March, take part in over twenty concerts, jam sessions and street parades to vibrate with the soul of the Dolomites. The festival organises performances by internationally renowned musicians on the panoramic terraces of various refuges in the Fassa and Fiemme Valleys, in village squares as well as in the coolest clubs and theatres.

If you love pampering after days spent in the crisp air of the cold months, don't miss out on those at the Alochet spring in Pozza, the thermal capital of the Dolomites. There are two opportunities at your disposal: the Terme Dolomia, renowned

for its treatments and cures (affiliated with the national health service) and the QC Terme Dolomiti. This centre covers more than 4000 square metres of whirlpool baths, Kneipp paths, waterfalls, Japanese baths, steam baths, saunas and biosaunas, salt rooms and massage areas.

Go, then, to discover the Fassa villages and the peculiarities of Ladin culture, shopping for typical products and local gastronomy. Here the cuisine leaves you, literally, open-mouthed for the care of the raw materials and the creativity of the chefs who, from the refuge to the osteria to the starred restaurant, put their heart into every dish.

**More information at [www.fassa.com](http://www.fassa.com)**