

## **Inaugural SOBC Snow Sports Festival coming to Kelowna**

FOR IMMEDIATE RELEASE  
**November 23, 2012**

Special Olympics BC (SOBC) is pleased to announce the first-ever SOBC Snow Sports Festival will be staged in West Kelowna in March 2013. The new competitive event will bring together Special Olympics athletes from B.C. and Alberta on March 2 and 3 to race in alpine skiing events at Crystal Mountain Resort and cross-country skiing and snowshoeing events at Telemark Nordic Club.

The SOBC Snow Sports Festival is expected to draw roughly 145 SOBC athletes from all over the province and more than 100 Special Olympics Alberta athletes and coaches. The event will involve races in the three snow sports as well as educational opportunities for athletes and coaches.

The SOBC sport cycle operates on a four-year rotation involving Regional Qualifiers and Provincial, National, and World Games. Currently, 13 SOBC athletes are training to take part in the 2013 Special Olympics World Winter Games in the Republic of Korea. The SOBC Snow Sports Festival is designed to provide a valuable additional competitive opportunity outside the Games cycle for the athletes who aren't going to the World Games and may not have any other chances to race in their sports this season. Many of them will be gearing up to compete in Regional Qualifiers in the 2013-14 winter season, hoping to earn the opportunity to advance to the 2015 SOBC Winter Games set to be held in Kamloops.

SOBC is looking forward to staging the inaugural Snow Sports Festival at Crystal Mountain and Telemark, since the venues were excellent hosts in the 2007 SOBC Winter Games and the 2011 SOBC Snow Sport Championships.

"After training week in and week out, the athletes need and deserve this opportunity to compete and network with other athletes and coaches," said Cari Henri, SOBC Manager, Sport. "We're looking forward to returning to these West Kelowna venues that have been so supportive of our events and provided top-notch facilities for the athletes."

Approximately 50 to 60 volunteers will be welcomed to help stage the races and educational opportunities. Please contact Cari Henri to find out how you can get involved: call 1.888.854.2276 toll-free or e-mail [chenri@specialolympics.bc.ca](mailto:chenri@specialolympics.bc.ca).

### **About Special Olympics BC**

Special Olympics BC is dedicated to providing individuals with intellectual disabilities opportunities to enrich their lives and celebrate personal achievement through positive sport experiences. In 55 communities around the province, we provide year-round training and competitive opportunities in 18 different sports to more than 4,000 athletes of all ages and abilities, thanks to the dedicated efforts of over 2,900 volunteers. For more information, please visit [www.specialolympics.bc.ca](http://www.specialolympics.bc.ca). Find us on Facebook and Twitter: [www.facebook.com/specialolympicsbc](http://www.facebook.com/specialolympicsbc) | @sobcsociety.

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