



PRESS RELEASE

Ski: Asiago prepares for the cross-country Masters World Cup, hotels hope to be full.

- With bookings from all over the world, Asiago is already at 50% capacity although the event is still a year away

Asiago, 25th January 2012 – Asiago prepares once again to become the centre of Nordic skiing. In a year's time the Masters World Cup will descend on the famous Altopiano, bringing athletes in the "Over 30" category from all over the world to the Italian pistes.

"2013 still seems a long way away – explains **Alessandro Rigoni**, Executive President of the local organizational committee, – but in truth we are working every day to guarantee the best hospitality to athletes and to prepare the technical structures required by this sporting event in the best possible way. Over 1500 athletes, not counting their helpers, are expected at the event and thus far hotel businesses have had over a thousand bookings". An agreement has been made between Confcommercio and the Hotel Association and 50% of the available sleeping accommodation has been filled.

"It is certainly a good sign, especially during periods of crisis such as we are currently experiencing: there is a strong sense of enthusiasm, and the local administration of Asiago has given us a lot of support; our sponsors are also of fundamental importance as, since the very beginning, they have taken the chance to promote not only their companies but also the territory of Asiago. We are aiming to organize an event that we believe could constitute a strong sign of revival for the entire Altopiano region. Concerning the structures – Rigoni stresses – the organizational committee is working hard to build the SKI ARENA, the new area destined for competition use, in Asiago; the location of which will be the site of Asiago's golf courses: a multipurpose area to be used for nordic skiing during the winter months and for golf during the summer.

Preparations for the Masters World Cup began four years ago: the run in to the selection of the location for the World Cup began in 2009 in Canada with the presentation of candidature, and it then continued in Germany (Oberwiesenthal) in the autumn of 2010 where delegates from the 27 WMA (World Master Association) member nations pronounced themselves in favour of the Altopiano capital after a close head-to-head battle with the Tyrolean city of St. Ulrich am Pillersee (Austria).

The official decision was then announced in January 2011 in Venice, by Luca Zaia, president of the region of Veneto at a conference held at Palazzo Balbi.

Now for the Grand Finale: there is still a year remaining to put in place all the details

The objective is to leave a strong, indelible memory with each of the participants of our territory, our people and the cross-country skiing paradise that is the Asiago plateau (Altopiano dei 7 Comuni).

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