

Sestriere, 5 December 2022

## AUDI FIS SKI WORLD CUP

### A rich programme of events to make the Sestriere World Cup unique

It will be an intense weekend of competitions, celebration and fun, a unique opportunity to watch the spectacular descents of the world's best athletes and enjoy the beauty of an area that has much to offer in terms of tourism. On Saturday 10 and Sunday 11 December, Sestriere will host two women's Alpine Skiing World Cup races, a giant slalom and a slalom.

The programme is filled with plenty of ideas for a memorable stay.

Many activities will animate the entire ski resort, from the arrival parterre to the village streets, from the squares to the clubs.

*Our ambition is to offer one more reason for mountain fans to go up to Sestriere to watch the races, said **Gualtiero Brasso, President of the local Organizing Committee.** Many events and many side activities are planned, a successful format already tested in previous editions that will be able to make people appreciate Piedmont and its characteristics, promoting our tourist resort at an international level.*

A sponsor village will be set up **in the race finish area**, hosting various stands and entertaining the public before and after the athletes' descents with exhibition areas, tastings, music and various entertainments. Radio GRP will broadcast live from Sestriere and will involve the public with games and animations. Between the first and second run, the Fanfara della Brigata Alpina Taurinense dell'Esercito Italiano, which is always present at top events at Sestriere, will play for the public.

The public will be able to admire, nose to the sky, the Sport Parachuting Section of the 1°Reggimento Carabinieri Paracadutisti "Tuscania" engaged in two exhibitions scheduled in the skies of Sestriere. The first, on Saturday 10 December at around 9.30 a.m., will be held just before the start of the first run of the Giant Slalom, with a landing in the piste arrival parterre area. The second performance, on Sunday 11 December, around 3.00 p.m. will close the two-day World Cup with a landing directly in Piazza Agnelli.

The village streets will also be animated by cheerful structures set up especially for the event. **Meeting point in Piazza Agnelli:** gourmets will be able to treat themselves, for the entire weekend starting as early as Thursday, with delicious products at the PiemonTaste food and wine area, and they will be able to follow Max Blardone and Marco Di Marco at the Energia Pura truck. **In Via Louset** you can take a break at Vergnano's for a 'Coffee Experience' or you can visit, from Friday afternoon, the photo exhibition 'Sestriere, 90 years of sport and tourism' at the Pro Loco hall. At 3:00 p.m. on Saturday, it will be possible to take part in the Après Ski Kappa Mountain Tour at the Gargote Fashion Café.

The town's central square, Piazza Fraiteve, will be the focal point on Saturday afternoon, hosting the prize-giving ceremony for the first race, the giant slalom, and the presentation of the athletes for the second race, the slalom: a unique opportunity to see the athletes up close and experience an afternoon full of activities. From 4 p.m. entertainment by Radio Grp will start, at 4.30 p.m. concert by 'The Box', then "vin brulé" made by Alpini. At 6:00 p.m., prize-giving ceremony for the top 6 athletes in the giant slalom, followed at 6:15 p.m. by the bib draw for Sunday's race. At 6:45 p.m. the spectacular Laser Show will close the ceremony with coloured beams of light in a festive atmosphere. As already done for the 2020 edition, the spectacular Video Mapping projected on the Sises 2 runway with exciting light and colour effects will be repeated at 7 p.m. At 7:15 p.m, Oysters & Champagne and DJ Set at Biboski Cocktail Bar and Bistrot. Also at 7.15 p.m., there will be a presentation of the book 'Sestriere, 90 years of sport and tourism' at Cinema Fraiteve.

# SESTRIERE

10<sup>th</sup>/11<sup>th</sup> December 2022



For nightlife lovers the must stop is at Tabata to celebrate World Cup Night on Friday and Saturday nights from 11:30 p.m.

Press Office  
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[www.worldcupsestriere.it](http://www.worldcupsestriere.it)



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