

PRESS RELEASE

The Ski Season has just begun!

Yes, contrary to popular belief – the artificial slope ski racing season has only just begun!

Spurred on by the recent competition of the Winter Olympics in Vancouver back in February – many skiers – of all ages – will be preparing their ski racing gear to take part in the Summer League ski race season!

Saturday 8th May sees the start of the LSERSA Summer League Ski season at the Gosling Ski and Snowboard Centre at Stanborough Lakes in Welwyn Garden City. This opening race of the Summer League ski season sees our usual sponsors, Ski Bartlett and Snow and Rock, being joined by the Aosta Valley Tourist Board – who have very kindly sponsored the day's racing providing the prizes and some additional surprises!

The prizes for the day's slalom-racing will be presented Ed Drake, Britain's no 1 male skier who recently represented Great Britain at the 2010 Winter Olympics in Vancouver. Ed Drake competed within the LSERSA ski race league in past years and is delighted to be supporting the event on Saturday. His success and passion for the sport was born out of his time spent on the dry slopes in the UK – so these events are key to the development of our future stars in the sport!

In the region of 130 racers from across the South East of England – aged from 5 years of age to 70 years will compete in individual slalom races – with 2 timed runs against the clock, followed by a highly competitive, head-to-head, dual slalom team races. The competition will start around 10am on Saturday 8th May.

Editor's Notes:

LSERSA- London and South East Regional Snowsports Association www.lsera.org

For more information on LSERSA please contact Dafina Keys:

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www.aosta-valley.co.uk

www.skibartlett.com

www.snowandrock.com

Ed Drake: www.edwarddrake.co.uk

LSERSA

London & South East Regional Snowsports Association (LSERSA) is the organisation that represents skiers in the South Eastern counties of England, and has solid relationships with national snow sports governing bodies such as Snowsport England (SSE) and British Ski and Snowboarding (BSS).

LSERSA is involved with all the clubs and slopes in the region across all disciplines (Alpine, Freestyle, Snow Boarding, Nordic, Telemark, and Adaptive) providing support in a variety of ways, through various grants and the provision of expertise and equipment to affiliated organisations. LSERSA works in partnership with and acts as a local governing body for around 21 member clubs representing thousands of individual skiers and boarders. Beyond this, LSERSA promotes its activities widely through the press and on the radio along with its

website (<http://www.lsera.org>) and flyer and poster campaigns around the local slopes. Our involvement in the UK scene now extends beyond events to a year-round presence, with various partnerships and training roles. This is all achieved by a strong elected committee of 23 people (unpaid), part time experts and a team of volunteers who all commit time and effort to see the sport grow within the region.

LSERSA member clubs are:

- The Alpine Ski Club - London
- Ambition Racing Ski Club - Surrey
- BBC Snowsports Club - London
- Bowles Ski Racing Club - Sussex
- Brentwood Park Ski Race Team - Essex
- Bromley Race Club - Kent
- Bromley Freestyle Club – Kent
- Chatham Race Club - Kent
- Christ's College Ski Club - Surrey
- Folkestone Ski Club – Kent
- Folkestone Ski Centre - Kent
- Kent & Sussex Ski Club - Kent
- London Hyde Park X-C Ski Club - London
- London Region Nordic Ski Club - London
- Meopham & District Ski Club – Kent
- Project Skiercross Club - Berkshire
- Sandown Park Ski Race Club – Surrey
- Ski Force – London – (arranges gap year courses including ski instructing)
- Southampton Alpine Club - Hampshire
- Southern Ski Club for the Disabled - Sussex
- Surbiton High School Ski Club - Surrey
- Wycombe Phoenix Ski Club - Bucks

Aosta Valley

The Aosta Valley lies in the very north-western corner of Italy, surrounded by some of the highest peaks in the Alps including Monte Bianco, the Matterhorn and the Monte Rosa. The Aosta Valley is a winter sports mecca, with the famous resorts of Courmayeur, Cervinia, Pila and Gressoney sitting alongside many undiscovered gems. Access is very easy with Geneva, Turin and Milan airports all lying within 2 hours, and Calais less than 10 hours drive.

Aosta offers excellent value for money with accommodation and meal prices significantly lower than equivalent resorts in other alpine countries. With a great mix of hotel and apartment accommodation, easy access, good snow record and great value, Aosta is the perfect base for a family holiday or a club training week.

For more information please see the website at www.aosta-valley.co.uk
or contact: news@aosta-valley.co.uk