



PRESS RELEASE

BRITISH SKIING NAMES SENIOR SQUAD OF ELEVEN TO TAKE ON THE WORLD

British Ski and Snowboard is delighted to announce that the following 11 athletes have been selected to join the British Land British Alpine senior team for the 2010 - 2011 season:

Chemmy Alcott
TJ Baldwin
Noel Baxter
Dougie Crawford
Ed Drake
Jai Geyer
Jan Michael Kochalski
Andy Noble
Dave Ryding
Louise Thomas
Pam Thorburn

Commenting on the selection, David Edwards, Chief executive of British Ski and Snowboard, said: "This is an exciting group of athletes, and we will do everything we can to ensure they deliver great results in international competition. Each of these skiers has had to pass through a rigorous selection process, but what we've got now is a fantastic blend - within this group there is a range of experience from Chemmy, who's competed in multiple Olympic Winter Games, all the way through to the youthful potential of people like TJ and Jai.

"There's no doubt that British skiing has been through a difficult period recently, and everybody connected with the sport is aware of the need to look ahead to a brighter future. With this squad, I hope that's exactly what we've got."

Notes to Editors: About British Ski and Snowboard

British Ski and Snowboard (BSS) is the National Governing Body for all International Ski Federation (FIS) sports in the UK. It was established in February 2010 following the financial demise of the previous organisation and was set up specifically to ensure that British athletes were allowed to compete at the Olympic Winter Games in Vancouver. It now manages all of the elite British athlete development pathways for Alpine Skiing, Cross Country Skiing, Freestyle Skiing and Snowboarding.

About British Land

British Land is one of the UK's largest Real Estate Investment Trust with total assets, owned or under management, valued at £12.7 billion. The portfolio, focused on the Out of Town Retail and London Office sectors, has the longest leases at average 13 years and occupancy rates at 94%, among the highest of the major UK REITs. Sustainability is at the core of the business - from community involvement in the planning process, through development, refurbishment and management, the aim is to provide attractive buildings that minimise resource use and meet the needs of occupiers today and tomorrow.

British Land has been a major supporter of British Alpine skiing for many years.

Further details about British Land can be found at www.britishland.com/.

About Colmar

Colmar is an eighty year old Italian clothing manufacturer. They provide ski wear, golf wear, beach wear and other leisure garments. They support the British Alpine ski team through the provision of high performance race suits and other technical ski wear.

Further details about Colmar can be found at www.en.colmar.it.

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