



Unique crowns for the World Cup Jasná 2024 giant slalom and slalom winners

The organisers have introduced the traffic project, an attractive accompanying programme and original jewels for the best racers.

(JASNÁ, 19/12/2023) – The organising team of the Jasná World Cup, where the female skiing elite is expected to present their mastery on 20th and 21st January 2024, has organised another media meeting in the event venue. Beautiful crowns for the slalom and giant slalom winners as well as jewels meant for the best Jasná World Cup racers made by jeweller Petra Tóth have been introduced. In addition, the organisers have informed about the traffic regulation and rules, the accompanying programme and extra 1-day event tickets that will be on sale soon.

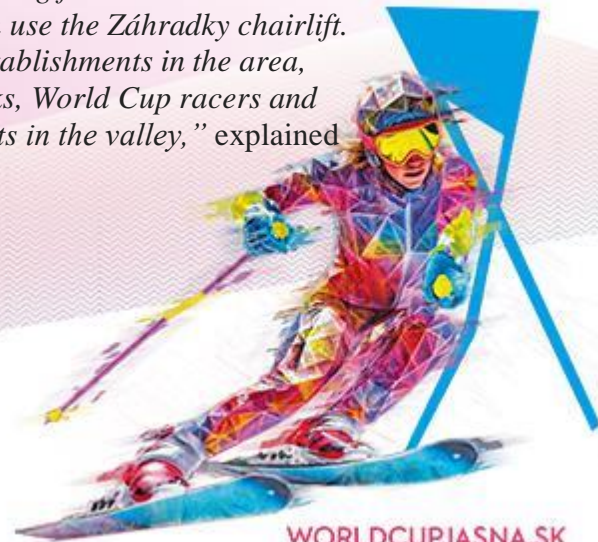
Skiing fans will love the news that a small number of event tickets will be on sale until the end of the year. *“We are talking about booked tickets that our event partners have put to our disposal. There are not many of them, but fans who would like to come to Jasná or make somebody else happy will appreciate it for sure. The best is to follow our website and social media for more details about the sale and its beginning,”* said Jiří Trumpeš, the chairman of the Organising Committee.

He started the meeting with media by thanking the Slovak Sports Support Fund for approving the financial support for the event. *“It is a very important moment which helps us fully focus on the event preparation only.”* The Fond has contributed with the amount of EUR 765.000.

The headliners of the accompanying event programme which will be offered in the fan zone in Biela Púť have been introduced too. *“The programme line-up is full of well-known names and we hope that fans of various genres will love it – Kandráčovci, Kali and Peter Pan, DJ EKG and DJ Milan Lieskovský, bands such as Chilli Felaz and Walk On will guarantee great fun, as befits Jasná,”* added Jiří Trumpeš.

Traffic regulation

The organisers have introduced the traffic project whose aim is to specify the traffic rules and ensure that all spectators can get to the ski resort without problems. *“There will be park & ride car parks at the valley entrance and buses will be shuttling from there to individual resort entrance points. People with Priehyba event tickets can use the Záhradky chairlift. Only village citizens, guests staying at the accommodation establishments in the area, people who purchased the parking service at specific car parks, World Cup racers and event organisers will be allowed to pass individual checkpoints in the valley,”* explained Jiří Trumpeš.





Tens of kilometres of ski pistes will be available for skiers during the World Cup weekend. *“Except for three pistes, all others will be open. This means that people can enjoy amazing skiing also during the World Cup,”* added Jiří Trumpeš.

Jakub Filipko, the Mountain Rescue Service deputy chief in the Low Tatras said: *“We will do our best to enhance the safety of the racers but also of all other skiers in the resort. There will be more of us in the area already one week before the race weekend, while individual racers will be training and also during the event itself to be available in individual groups along the whole race course.”*

Jewels for the racers

The trophies for the best female racers on both days were made by Gordana Glass again and jeweller Petra Tóth added original crowns for both winners. Each of them contains 1,144 stone pieces and weighs 474 grams. In addition, the top fifteen racers participating in the public bib draw on both days will get stylish hand-made handbags plus beautiful pendants as souvenirs. And each athlete on the list will get a pair of original earrings. When making the crowns, jewels and handbags, the author drew inspiration from three nearby villages: Liptovská Osada, Liptovská Lúžna and Liptovské Revúce. *“We chose fragments from each village folk costume and adapted them to the World Cup visual, which is typical for strong broken colours this time. It’s as if you were looking at the world through small ice crystals,”* explained Petra Tóth, who designed the jewels and handbags. The respected and awarded artist had become famous mainly for reshaping Slovak ornaments to sophisticated modern forms. And she has revealed how much time she needed to make the crowns. *“It took seven months. Each crown is made of gilded brass, is hand-painted and decorated with Czech crystals,”* said Petra Tóth.

This means that the prizes for the best skiers will be based on female beauty combined with nature and traditions again. Like at the World Cup three years ago, glassmaker Gordana Glass created trophies called “Ice Flowers” that symbolise not only the movement and gentle character of flowers as such but also the great strength and courage of all participating racers.

Slovak Telekom as a proud partner

Slovak Telekom has become a proud event partner. *“The Alpine Ski World Cup is one of the main sports events of the year that are watched by the whole world. At Slovak Telekom, we are very proud to be part of this prestigious race and offer our infrastructure and IT services to ensure that the event runs smoothly,”* said Peter Laco, the Chief Commercial Officer at Slovak Telekom.

World Cup in Jasná with Horalky biscuits

Typical Slovak Horalky biscuits are a MUST at the World Cup. *“We are proud and glad to be one of the partners. The connection of Horalky, the iconic biscuits of several generations in Slovakia and the Czech Republic, with the World Cup in Jasná is unique and symbolic. Horalky represent the connection with the mountains and being in fresh air for many people. And when skiing, they serve as a well-deserved reward after the completed performance. We cannot wait to cooperate with the World Cup in Jasná and hope to contribute to outstanding performances of the female racers there.”*



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upresňuje Juraj Grosoš, riaditeľ strategického marketingu spoločnosti I.D.C Holding.