

Preparations for the Audi FIS World Cup 2021 in Jasná

Surprise for the fans of the Audi FIS World Cup in Jasna – thermally insulated stands and tribunes replaced by the Studio Jasná

JASNÁ (17th February 2021) - Due to the pandemic situation, fans will not be able to encourage the world's best skiers during the Audi FIS World Cup (March 6-7, 2021) directly in Jasná, but they do not have to stay completely "off the course". The organising committee wants to involve them in an attractive way - using modern technologies and social networks. The audience will be welcomed in Studio Jasná, which will bring a rich program on the website and the official profile on Facebook all week, thus mediating the atmosphere behind the scenes of the largest sporting event in Slovakia in 2021. The public will be able to see the venue of the championship on the website www.worldcupjasna.sk and on the FCB profile Ski World Cup Jasná.

A week before the race, there will be a broadcast with a rich program on the web and Facebook

"Five years ago, during the World Cup, we had about 17,000 fans a day in Jasná. As the gates of the area will probably remain closed to spectators due to the coronavirus pandemic, we decided to look for other solutions how to bring the "Cup" closer to the fans," chairman of the Audi FIS World Cup Organising Committee in Jasná Matej Hulej explained the intention of Studio Jasná,

"Due to the epidemiological situation, we cannot influence the situation with the fans directly at the course, so we said to ourselves - if the fans cannot come to our resort, we will go to their homes. Jasná is known for its rich program even off the slopes, so we said to ourselves that even in the time of the covid, we can't owe our reputation anything," explains SP marketing manager Jana Tužinská. *"We encourage fans to send us positive energy through the screens directly from their living rooms. Today's world of modern technologies allows us to use various forms of presentation, so we invented a unique Studio Jasná especially for our event. It is a daily half-hour broadcast rich in information and program on our social networks and website. I believe that the fans will like it and the viewership will be high,"* added the PR manager of the World Championships Michaela Grendelová.

Basic information for fans is simple

Streaming channel: official web www.worldcupjasna.sk

official Facebooku profile

<https://www.facebook.com/skiworldcupjasna>

Broadcast dates: daily from 1st March until 7th March

Time: every day from Monday to Sunday from 18.00

Why should fans watch Studio Jasná, which will grow in its original design right in the center of the event, in the race area? There are several reasons. Current interviews, behind-the-scenes views, online interviews with racers and interesting guests, crazy challenge videos and many of contests and quizzes.

The list of personalities involved in this exceptional project is extremely attractive - the world's best skiers will be interviewed by the former great Slovak skier Veronika Velez-Zuzulová, and, from the active domestic athletes in the studio, the Žampa brothers will stop for an interview. The singers Andrea Bučko and Dominika Kavaschová will also be present, who transformed their successful hit "Invisible Woman" into ski mode as an ode to Petra Vlhová. By the way, while the best Slovak athlete today will fight on the slope for other important points in the evaluation of the World Cup, members of her fan club will definitely visit the studio during the week.

The program in the studio will be moderated throughout the week by the well-known Slovak moderator Tomáš Tomaggio Kadlec, who will be complemented by Vlado Láďo Varecha and Jana Slačková. Among other things, they will try out several sports activities - they plan a ride on the competition course in the company of Veronika Velez-Zuzulová, an extreme ride by car in the snow, but also a hardening test in the cold bath.

The organisers will connect the present with views into the past. *"A miniseries about the history of ski events in Jasná has been prepared, as well as views on the career and farewell of already mentioned Veronika Velez-Zuzulová,"* adds Michaela Grendelová. *"There will be interviews 'from the course' - current information will certainly be shared during the week by race director Matej Hulej, sports director Jana Palovičová and the course news will be updated by course manager Matej Kupčo. And, on the day of the race, the clear goal of the studio will be to analyze the performances of individual competitors and to watch what is happening in Jasná throughout the day."*

Every day, the highlight of the program will be the contests for valuable prizes from the collection of official merchandising and prizes from the partners of Studio Jasná, which will be gradually presented to the audience during the broadcast of the studio.

The partners of Studio Jasná are the companies Audi, Uniqa, Leitner, Tatry mountain resorts and the Regional Organisation of Liptov and the Žilina Tourist Region.

The Audi FIS Alpine Ski World Cup races will take place over the weekend of March 6 and 7, with a giant slalom (Saturday) and slalom (Sunday) in the program.



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