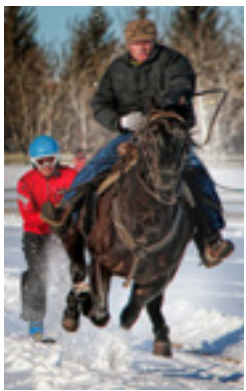


WELCOME TO SKIJORDUE



# SKIJORDUE 2018 MEDIA KIT





## BUILDING THE SPORT



Skijoring, derived from the Norwegian word skikjøring meaning ski driving, is a winter sport where a person on skis is pulled by a horse, dog(s) or motor vehicle

## OUR STORY

**Skijordue** began as a private event, an entertaining way to combine extreme skijoring and cheesy fondue with a groovy après ski vibe. The entry fee was cheese. Twelve people were invited to participate, word spread and 65 showed up. Within a year Skijordue developed into a competitive sporting charity event with a unique crowd of 700 enthusiastic participants, volunteers, sponsors and spectators.



## OUR MISSION

**Skijoring** is the fastest growing winter sport in Canada. Skijor Canada formed in late 2017 in order to support safe, consistent development of the sport on a national level with a goal of forming a country wide circuit and Canadian Championship. Skijor Canada offers information for competitors, exposure for sponsors and turnkey event solutions including website templates and support, online merchandising and event planning guidance, regulations, course designs, insurance options and sponsor introductions.

## SKIJOR EVENTS

### CANADA

FEB 03 \* CALGARY, AB  
FEB 17 \* WETASKIWIN, AB  
FEB 24 \* CROWSNEST, AB  
TBA \* GRAND PRAIRIE, AB  
TBA \* RED DEER, AB

### USA

DEC 30/31 \* KALISPELL, MT  
JAN 06/07 \* HELENA, MT  
JAN 06/07 \* SARATOGA, WY  
JAN 13/14 \* RIDGWAY, CO  
JAN 20/21 \* LINCOLN, MT  
FEB 02/03 \* SKI, UT  
FEB 02/03 \* NEOSHO, WI  
FEB 17/18 \* HAILEY, ID  
FEB 24/25 \* WISDOM, MT  
MAR 10/11 \* RED LODGE, MT



# COMMUNITY



## OUR CROWD IS YOUR CROWD

Skijoring draws a diverse group of athletes and spectators spanning generations and genres to dynamic events showcasing skills, speed and style-spanning socializing. Champion cowboys join medaled ski racers to enthral rural adrenaline junkies, urban gear hounds and fur draped fashionistas.



## OUR SUPPORTIVE SPONSORS

We have a loyal, enthusiastic group of local sponsors for Skijordue and select opportunities for Skijor Canada national title sponsors in several categories. We provide sponsor visibility and connectivity on skijorcanada.com, across our social media platforms, at event venues and on courses.



Only Skijordue runs 10 teams abreast and 4 different events





**BUZZ**



# SKIJOR DUE

*"For the as-yet uninitiated, Skijordue could well be considered the social event of the Alberta foothills. Think: Woolly chaps, furs, hockey jerseys, buckskin, cowboy hats, amazingly athletic equines and other accoutrements that echo with Alberta's unique western vibe and pride. The fun part? Why the people, of course! It's a mashup of the who's-who of Calgary society blended with winter athletes and ranch cowboys, with a dash of Euro-trash thrown in."*

**Ingrid Schulz - Sponsor and owner of Cody & Sioux**

*"Not knowing much about Skijordue going in, I was surprised at what an AWESOME event it was. My daughter and I raced together, I couldn't wipe the grin off my face the whole day."*

**Sheldon Kennedy - NHL Alumni**

*"It might be the sport of all sports to propel equestrian activities to the stratosphere"*

**Jenn Webster - Editor, Western Horse Review**

*"Skijordue is the most fun I've had with my clothes on"*

**Tom Eirikson - Champion Cowboy and Stunt Man/Coordinator**

**For statistics please visit <http://skijorcanada.com/stats>**



<b>Print:</b>	<b>Television:</b>
Jan 2017 Swerve, Calgary Herald	Jan 2016 Breakfast Television
Mar 2017 Western Horse Review	Feb 2017 Global News
Feb 2017 Western Wheel	Feb 2017 KTVK Phoenix News
Dec 2017 Alberta Bits	
Jan 2018 Western Horse Review	

**SKILLS    STYLE    SOCIAL**



**SKIJORDUE 2018**  
EPICALLY UPSCALED



**SATURDAY, FEBRUARY 3 AT THE CALGARY POLO CLUB**

**\$10,000 Prize Money \* 150 Teams \* 4 Events \* 2,000 Spectators**  
**Exhibition Stunts \* Trick Riders \* Luxe Viewing Venue**  
**Surprise Invitational Lounge Race and Calcutta Auction**  
**Legit Fondue \* Classic Poutine \* Traditional Bratwurst**  
**Craft Beers \* Signature Cocktails \* VIP Après Ski Party**

**BE A PART OF SKIJORDUE 2018**

Competition 11am - 6:30 pm \* After Party 7pm

Proceeds to Prairie Skies Equine Assisted Therapy



*Prairie Skies*



**For Media or Sponsor enquiries**

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**SKIJOR**  
CANADA