



Fast and Female™ Supporting Women in Sport Foundation
www.fastandfemale.com

presented by Best Buy® 

**REGISTRATION FOR THE MARCH 2009
FAST AND FEMALE PRESENTED BY BEST BUY SKI FESTIVAL IS OPEN!
Olympic Gold Medalist Chandra Crawford Giving Back with Empowerment Through Sport**

Calgary, Alberta (February 18, 2009) – The 2009 Fast and Female presented by Best Buy Ski Festival will be held on March 28 at Canada Olympic Park (COP) in Calgary, Alberta – and registration for the highly anticipated event is now officially open.

Hosted by the 2006 Olympic Gold Medalist and World Cup cross-country skier, **Chandra Crawford**, and held in collaboration with Cross Country Canada, WinSport Canada and the Foothills Ski Club, the 2009 Fast and Female presented by Best Buy Ski Festival will feature an “Youth Empowerment” Event and an “Amazing Tips” seminar for adults.

“I’m so thrilled to be bringing the Fast and Female message to Calgary where the Olympic spirit prevails and where there’s a thriving cross-country skiing community,” said Crawford who passionately juggles being a full-time athlete and acting as Founder and President for Fast and Female. “This is going to be an outstanding event where both youth and adult participants will be inspired to lead highly meaningful lives,” added the athlete who will be competing in the 2010 Winter Olympics in exactly one year.

Expecting to draw 150 registered female club skiers between the ages of 9 and 19, the “Empowerment Day” for youth will kick off with morning skate ski drills sponsored by **COLD-FX**. During this session, skiers will complete six key drills on skate skis including Xtreme Downhill, Hit “da” Jump!, Locked and Loaded Biathlon, World Champ Climb, Free Skate, and Super Games. All drills will be achieved under the leadership of Crawford’s National Cross-Country Ski Team colleagues and Canada’s leading skiers including **Sara Renner**, Olympic Silver Medalist and **Amanda Ammar**, 2006 Olympian.

“The evolution in participants’ attitudes after they’ve completed all the ski drills is very impressive,” admitted Crawford who’s dedicated more time and effort to the planning of the 2009 Fast and Female presented by Best Buy Ski Festival after being sidelined for the season due to a lower leg injury. “All of a sudden, you see glowing eyes, chins up, and shoulders curled back. Now that’s a confidence boost!,” she added.

In the afternoon, female youth participants will take part in an inspirational talk sponsored by **DC Energy Services**, as well as a yoga session presented by **Lululemon**. The attendants will also enjoy a hip-hop dancing session and a Q&A and autograph signing sessions. To conclude this one-in-a-lifetime day, all participants will return home with a bag-full of Fast and Female goodies.

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“Whether it’s going off a jump on cross-country skis, cheering on other girls as they speed down a trail, holding a yoga position or learning a new dance move, having your cheeks flushed and your heart pump from all this physical activity makes you feel so great and alive. Necessarily, all those positive feelings help you build a solid and empowering self-image,” concluded Crawford.

Held in conjunction with the “Youth Empowerment” Event, the “Amazing Tips” seminar for female and male adult parents, coaches, sports leaders and educators will feature a complete program of activities including morning discussions on gender-effective coaching, psychology, fitness, and nutrition, followed by skiing in the afternoon. This year, the adult event will also include a high-performance panel of parents of current national team athletes.

As a national program, Fast and Female presented by Best Buy is intently focused on empowering young girls to lead meaningful lives through sport. In doing so, Fast and Female presented by Best Buy hopes to increase the retention and participation of female athletes, more specifically in Cross-Country Skiing.

Since its inception in 2005, the organization has impacted the lives of more than 700 young female cross-country enthusiasts through the hosting of free, ski days in Silver Star Ski Resort (B.C.), Canmore (AB), Thunder Bay (ON), and Callaghan Valley’s Whistler Olympic Park (B.C.). More recently, Fast and Female partnered with US Olympic athlete **Kikkan Randall** to host a first international event in Alaska, USA.

The 2009 Fast and Female presented Best Buy Ski Festival held this coming March will be the last major festival held prior to the hosting of the 2010 Winter Olympics. Registration for the “Youth Empowerment” Event is free and interested participants can sign up on www.zone4.ca until March 14, 2009. The registration fee for the adult “Amazing Tips” seminar is \$25 and entries can also be completed on www.zone4.ca.

The site and date for the 2010 Fast and Female presented by Best Buy Ski Festival will be announced in the Fall of 2009.

ABOUT FAST AND FEMALE PRESENTED BY BEST BUY

Fast and Female presented by Best Buy is a not-for-profit organization started in 2005 by Olympic Gold Medalist in cross-country skiing Chandra Crawford. The organization’s mission of “Empowerment Through Sport” is accomplished through fun-filled initiatives. Fast and Female presented by Best Buy is about more than a great time on skis; it’s about building confidence and leadership skills in girls and young women while showing them how much they have to gain from an active lifestyle. The young girls who attend Fast and Female presented by Best Buy events today will lead it in the future. For more information about Fast and Female, visit www.fastandfemale.com.

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2009 FAST AND FEMALE PRESENTED BY BEST BUY SKI FESTIVAL

EMPOWERMENT YOUTH DAY

- March 28, 2009 at Canada Olympic Park, COP
- 9 a.m. Registration and Group Photo
- 10 a.m. COLD-FX Skate Skiing Drills (Xtreme Downhill, Hit “da” Jump!, Locked and Loaded
- Biathlon, World Champ Climb, Free Skate, and Super Games)
- 12 p.m. DC Energy Services inspirational speech by Chandra Crawford
- 1:30 p.m. Lululemon Yoga Session
- 2:30 p.m. Dance
- 3:30 p.m. Autograph Signing
- 4:30 p.m. Departure

HOSTS

- Chandra Crawford, Olympic Gold Medallist
- Women’s National and Provincial Cross-Country Ski Team Athletes

FOR WHOM

- 150 female skiers between the ages of 9 to 19 years old
- Participants should be registered in a Canadian cross-country skiing club

EVENT FEE

- Free for youth participants (9 to 19 years old)

REGISTRATION

- Youth participants can register at:
<http://www.zone4.ca/register.asp?id=413&lan=1>
- Registration closes on March 14, 2009

AMAZING TIPS ADULT SEMINAR

- March 28, 2009 at Canada Olympic Park, COP
- 9 a.m. - Registration and Group Photo
- 9:30 a.m. - Sports Physiology
- 10:15 a.m. - Sports Psychology
- 10:45 a.m. - Sports Nutrition
- 11:15 a.m. - The team behind the athlete – High Performance Parent Panel
- 12 p.m. - DC Energy Services Inspirational Speech by Olympic Gold Medalist Chandra Crawford
- 1:30 p.m. Cross-Country Skiing

HOSTS

- Chandra Crawford, Olympic Gold Medallist
- Women’s National and Provincial Cross-Country Ski Team Athletes
- Maureen Huntley Kershaw, Chair, Cross-Country Canada’s Women’s Committee

FOR WHOM

- Female and male parents, coaches, sports leaders, educators

EVENT FEE

- \$25 for adult participants taking part in the “Amazing Tips Seminar”

REGISTRATION

- Adult participants can register at:
<https://www.zone4.ca/register.asp?id=452>
- Registration closes on March 14, 2009

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COLD-FX®



DC ENERGY SERVICES INC.



lululemon athletica





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MEDIA AVAILABILITY DURING THE EVENT

- Event open to media – please confirm your presence in advance
- Interview availability with Chandra Crawford between 12:45 p.m. and 1:30 p.m.

- 30 -

CONTACT:

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