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**Aspen Mountain to Host 2017 Audi FIS Alpine World Cup Finals**

The International Ski Federation awarded Aspen the 2017 Audi FIS Alpine World Cup Finals. This marks the first time the event has been held in the U.S. in 20 years. The Mar. 15-19, 2017 event will feature the best men's and women's alpine skiing athletes in the world, competing in downhill, super G, giant slalom, slalom and nation's team event. Aspen has a long history of World Cup ski racing and not only hosted the first World Championships outside of Europe in 1950, but also has been a yearly stop for the Women's World Cup that will once again return Nov. 28-29, 2014.

The prestigious World Cup Finals ski races are the season finale to the World Cup circuit with competitions in downhill, super G, giant slalom, slalom and nation's team event for both men and women. Aspen was selected by the FIS Council in June of 2014 to be the host for the 2017 event marking the first time the Finals have been held outside Europe since 1997 and the first time the men's tour has raced at Aspen since 2001.

“To have the World Cup Finals coming to Aspen in 2017 is a long awaited homecoming. Aspen became an iconic brand in the late 40's by attracting world class athletic and cultural events, beginning with the 1950 FIS Championships in what was then a sleepy little town. Fast forward to present day and this community exudes vibrancy and the pursuit of excellence and we are incredibly excited to host the world's best athletes in the Roaring Fork Valley in 2017,” states Mike Kaplan, President and CEO of Aspen Skiing Company.

In the realm of ski racing, the Finals also mark the last race in which the best ski racers in the World vie for the coveted crystal globes that are only presented to the overall winners in each of the four disciplines (downhill, super G, giant slalom and slalom). In addition to the individual discipline victors, the overall World Cup champion is awarded the most sought-after crystal globe in ski racing, the overall title which is decided by an accumulation of World Cup points in all four disciplines throughout the entire race season for both men and women. In the past, legends such as Lindsey Vonn and Phil Mahre have been awarded the overall Alpine Ski World Cup title marking them as the best in the World for that race season. In Aspen for the 2017 World Cup Finals, the desired crystal globes will be awarded to a new generation of racers marking them as the greatest alongside a long lineage of ski racing legends.