

PRESS RELEASE

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RENO, NEVADA - The Far West Ski Association honored former Salt Lake City mayor Deedee Corradini with the 2009 Snowsports Builder Award during its 77th annual convention this weekend in Reno, Nev. Corradini was recognized for her accomplishments in the Olympic movement, for her efforts to expand women's sports in the Winter Olympics and for her current leadership to bring women's ski jumping to the 2010 Vancouver Olympic Winter Games.

The former mayor is president of Women's Ski Jumping USA, a nonprofit foundation that helps support the current national women's team and nurtures the jumping development of hundreds of young girls across the country.

"It was wonderful to be recognized by such a significant national organization that supports the snowsports industry," Corradini said, adding that she shares the award with the women ski jumpers whom she represents. "This is truly a team effort."

The FWSA also invited U.S. ski jumping team member Jessica Jerome, of Park City, as a VIP to the convention. Jerome is one of 15 elite women jumpers from six countries who have a gender-discrimination case pending with the Supreme Court of British Columbia. They are awaiting a decision by the judge to learn whether their sport will be included in the 2010 Games. Ski jumping is the only event in the Olympic Winter Games that does not allow women to compete.

Upon accepting the Snowsports Builder award, Corradini thanked the group's leaders and made an appeal for continued support. The U.S. Ski and Snowboard Association this spring cut the funding to the women's ski jumping team because of budget decisions and because the women are not considered part of the Olympic program.

The women jumpers are launching several major fund-raising initiatives this summer to make up for the loss in USSA funds that typically pay for their coach and travel expenses to national and international competitions. The women have to raise \$150,000 by October 2009. One of the efforts includes a jump-a-thon in which individuals and businesses can pledge money toward the women's training jumps this summer.

Also during the FWSA convention, board members approved a resolution backing women ski jumpers' inclusion in the 2010 Olympic Winter games. The resolution urges the Olympic movement to "do the right thing and schedule women's ski jumping in the 2010 Olympics and in the years ahead."

FWSA is a non-profit organization with emphasis on skier safety, ski travel, ski area development, communications, club programs and family ski involvement. It's one of the country's largest snowsports associations, representing 50,000 members in the western United States.