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**JON OLSSON OPENS UP AND THEN UNWINDS AT PANORAMA**

Freeskiing superstar wins Nor-Am Cup race and then shares his thoughts on the racing scene

**Panorama Mountain Village, B.C. – Monday, December 28, 2009** – Swedish Freeskier turned ski racer, Jon Olsson, took time out of his busy schedule to reflect on his new direction during a recent stay at Panorama Mountain Village.

Olsson, famous for ‘going big’ in numerous ski movies and at events like X-Games, recently switched focus and is now charging race gates as he strives to compete at the 2014 Olympic Winter Games. That goal is well in sight after his win in the Giant Slalom during the recent Northwest Funds Nor-Am Cup at Panorama.

Between race events, training and working his blog (<http://blogg.stureplan.se/jon/>), Olsson joined world-class mountain photographer, Mattias Fredriksson, for a number of sessions on the slopes of the resort. Images from that shoot will be featured in Red Bulletin, Red Bull’s energy drink magazine. “Fredriksson, who arrived here to shoot some race shots for Red Bull, called me and told me that we were heading up Panorama. I could not understand why he would want to, but felt that if he came all the way here I better put down my computer and at least give it a try. Halfway up the first lift I realized why he wanted to go; it was perfect bluebird up top. It was awesome to do a race shoot; it took 2 minutes to set up and 20 minutes to get. No risk, no effort, much easier than building a jump for 3 weeks,” he said.

So why does a famous Freeskier and a guy who drives a Lamborghini with a cargo box on the roof want to compete in the more structured world of ski racing? According to Olsson, it started with a bet he placed with friend, Jens Byggmark. “Jens at the time just competed in two World Cup slaloms; I wanted to hang out with him more so I said in jest that I should start ski racing again. Byggmark called me a circus monkey and not an athlete; that upset me so I bet him \$7,000 US dollars that I would make the Olympics in 2014.” With a little post wager regret, he quickly re-entered the ski racing scene and hasn’t looked back. “After putting on the speed suit I realized that I was having so much fun with it, so I just

kept doing it, and the more I do it the more fun it is! And here I am two and a half years later winning the Nor-Am in Panorama,” he said.

Olsson believes that free skiers and ski racers have a lot to learn from each other. “Freestyle needs to be better organized and racing needs to focus more on the fun side of the sport,” he said. Although he wishes that some race rules did not exist, he happily abides to be able to ski gates. Regarding the rules, he added that the freestyle world is not perfect either, “jumps and judging are rarely on point.”

Overall, Jon Olsson was stoked with his time in Canada and said that he can’t wait to come back to Panorama Mountain Village for next years Nor-Am race. “I can’t say anything else than that I rank this win among the ten biggest things I have done in my ski career. Winning a Nor-Am is not the easiest thing, it’s one big step on my way to my goal,” he said.

**Hi-Res Images are available upon request.**

#### ABOUT PANORAMA MOUNTAIN VILLAGE

Panorama Mountain Village, located in the Purcell Mountains, has one of the longest vertical descents in North America. Quad chairlifts give access to the summit and 120 trails, including former heliski terrain in Taynton Bowl. Panorama is also home to Greywolf, ranked British Columbia’s best golf course by Golf Digest. For more information, visit [www.panoramaresort.com](http://www.panoramaresort.com) and [www.greywolfgolf.com](http://www.greywolfgolf.com).

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