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REGISTRATION FOR THE 2010 ANNUAL SKI FESTIVAL IS NOW OPEN
Fast and Female presented by Best Buy to host event in Whitehorse, Yukon

Canmore, AB (February 22, 2010) – The registration for the 2010 Fast and Female presented by Best Buy's **Annual Ski Festival** on Monday, March 15, 2010 in **Whitehorse, Yukon** is now OPEN. To register for this event, please visit:

<http://fastandfemale.imworks.biz/default.asp?lang=&mode=eventdetails&id=38>

Founded in 2005 by Olympic Gold Medalist in Cross-Country Skiing, **Chandra Crawford**, **Fast and Female presented by Best Buy** delivers fun-filled initiatives for female youth between the ages of 9 to 19 years old. The 2010 Annual Ski Festival will be led by **Chandra Crawford** and her teammates, and is held in collaboration with the Whitehorse Cross-country Ski Club and Cross-Country Yukon. This event is held in conjunction with **Cross-Country Skiing National Championships** and will involve some of Canada's elite athletes inspiring the future generation of skiers.

"I have wanted to host a Fast and Female event in the North since the beginning and this awesome opportunity is a dream come true," said Chandra Crawford, who is currently competing in the 2010 Winter Games. "I am super excited to share my passion of skiing with the girls in Whitehorse and spread the love of living an active lifestyle with a community who embraces winter sports," she added.

Intended for 100 young female cross-country skiers and biathletes aged 9-19, Fast and Female presented by Best Buy's FREE 2010 Annual Ski Festival will feature a full-day of cross-country skiing drills, yoga, a sports psychology chat, dancing and an inspirational talk by Chandra Crawford. All event participants will receive a free Buff® and a yoga mat by Lululemon. This event is also sponsored by Best Buy, Cold-FX, DC Energy and the Jocabeca Foundation.

"It's exciting that Fast and Female is coming North of 60! An event like this will make a huge impact on Yukon girls in our development squads because not only will they spend the day being exposed to





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inspiring national talent, we hope they will become empowered to further their goals with skiing, as they see what a positive difference sport can make in the lives of women,” said Alain Masson, Sport Coordinator for Cross-Country Yukon.

There will also be a **Fast and Female Women in Skiing- Wine & Cheese** open to Nordic coaches, officials and any interested women. This event begins at 4:30pm-6pm at the High Country Inn in Whitehorse, Yukon and will be an exchange of ideas and perspectives from women in skiing- from the past, present and future, including keynote addresses from **Lucy Steele Masson** (Yukon X-Country Olympian), **Sarah Neilson** (Coach, Level 3), and **Tracey Blisky** (Sports Psychologist).

This 2009-2010 Fast and Female presented by Best Buy season has been its busiest ever, with Fast and Female Ski & Chat Series held in Labrador West (NL), Canmore (AB), Quebec (QC), Hardwood (ON), Yellowknife (NWT), and Burns Lake (BC). Since its inception in 2005, the organization has impacted the lives of more than 1000 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.) and Calgary (AB). Fast and Female has also partnered with US Olympic athlete Kikkan Randall to host events in Alaska, USA.

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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