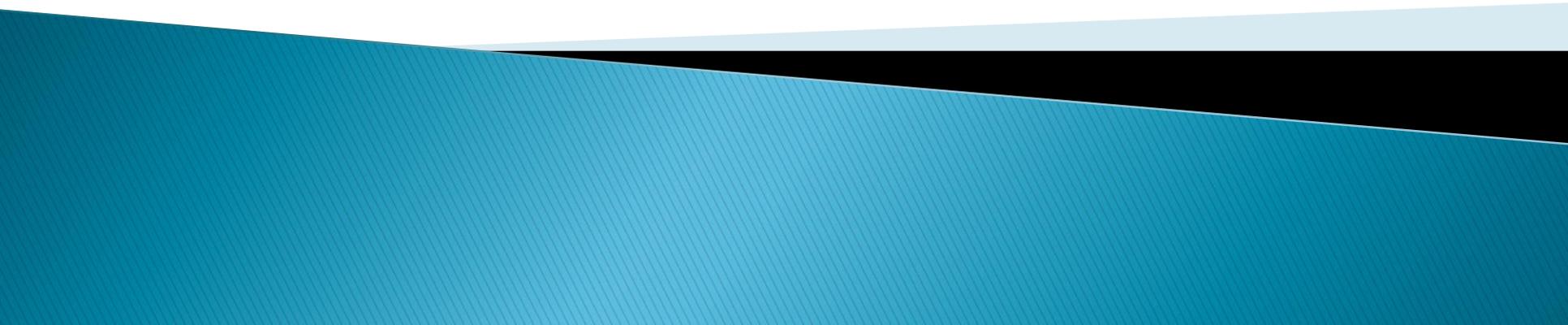


Sigge's
P'AYAKENTSUT
cross country ski event



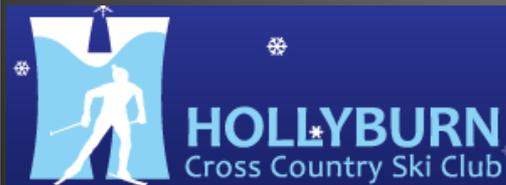
P'ayakenwhat?

- ❖ Loppet – three distances
- ❖ Kids' Tournament
- ❖ Youth Ski Cross
- ❖ 4th Saturday in February



We have members on board from the following organizations...

- ❖ Cross Country B.C.
- ❖ Hollyburn Cross Country Ski Club (Vancouver)
- ❖ Nordic Racers Ski Club (Vancouver)
- ❖ Spud Valley Nordics (Pemberton)
- ❖ Whistler Nordics (Whistler)



Infinity and beyond!

- ❖ First event 2011 – 500
- ❖ Annual growth – 20%
- ❖ In 2014 we had 690 entries
- ❖ Majority of growth in 15 K category
- ❖ Proposed growth to 1000 total entries – 2015
- ❖ Western US and Canada, Eastern Canada



What was new in 2013?

- ❖ Paralympic sit ski race
- ❖ Cash prize for top 3 – 30/50
- ❖ 5 year contract = logo swag for marketing
- ❖ Buffs for first 500 loppet signups
- ❖ WOP passes / aggressive early bird
- ❖ Qualifier for US Birnie



Under discussion 2014

- ❖ Keep the Primes?
 - ❖ More cash prizes?
 - ❖ Age categories
 - ❖ Two day event
- 

Planting seeds to grow

- ❖ Tour de BC Loppet series?
- ❖ More logo swag
- ❖ Courting CCC – distance event