



Alf Engen, (outside left) and Johanne Kolstad (outside right) pose for a photo after ski jumping at Ecker Hill, Feb. 1933. Photo credit: J. Willard Marriott Library Special Collections

The fledgling Women's Ski Jumping USA scored a triumphant coup earlier this year when the International Olympic Committee announced that for the first time women will participate in ski jumping competition in the Olympic Winter Games beginning in Sochi, Russia in 2014. Spearheading this effort to have the sport become an Olympic Games event was the WSJUSA, which was established in 2003 and is headquartered in Park City, Utah. The IOC made the announcement April 6, 2011 in London, site of the 2012 Olympic Games.

## MEDIA RELEASE

### Contacts:

Barbara Yamada, Chair, Ski Archives Board, 801-580-3478, [barbyamada@gmail.com](mailto:barbyamada@gmail.com)

Chad Wassmer, Ski Affair Publicity, 435-645-6512, [cwassmer@deervalley.com](mailto:cwassmer@deervalley.com)

Ann Waters, Ski Affair Publicity, 801-288-9724, [waters\\_ann@hotmail.com](mailto:waters_ann@hotmail.com)

**Reservations:** Judy Jarrow, Program Manager, 801-581-3421, [judy.jarrow@utah.edu](mailto:judy.jarrow@utah.edu)

### **The Ski Affair Turns 21 – It's Your Date with History**

**October 3, 2011** – The J. Willard Marriott Library's Ski Archives annual fundraiser, the Ski Affair, turns 21 this year. And you know what happens when that magical year comes around? It means the onset of anticipation, an inevitable change or two and lots of excitement.

So it will be with the 2011 edition of the Ski Affair on Oct. 27 at the Little America Hotel in downtown Salt Lake City. The festivities begin with a popular reception and silent auction at 6 p.m. that will mesh with a new dining format that will offer delicious morsels served up at a variety of food stations.

The embellishments will complement the annual highlights of the event – ushering in the upcoming ski season and generating support (a.k.a. funds and friends) for the library's world renowned Ski Archives.

New this year:

- ∞ A lower \$60 admission
- ∞ Opportunity drawing ticket for a Yeti pass
- ∞ Open seating for dinner

- ∞ Self-serve food stations
- ∞ High-value live auction
- ∞ Video flashback celebrating the 10<sup>th</sup> anniversary of Salt Lake City hosting the 2002 Olympic Winter Games.

And at the core:

- ∞ Social hour
- ∞ 500-plus ski enthusiasts mixing and mingling
- ∞ High-value silent auction
- ∞ Recognition of Women's Ski Jumping USA for its history-making acceptance as an Olympic Winter Games event
- ∞ No-host cash bars
- ∞ Historic photo exhibits

With all that in the offering, the Ski Affair of 2011 is destined to be your date with history. Don't miss it. Register by October 21 at [www.lib.utah.edu](http://www.lib.utah.edu) or call 801-581-3421. You only turn 21 once, you know.

### **The Utah Ski Archives:**

The Utah Ski Archives, established in 1989, is housed in the Manuscripts Division of Special Collections at the University of Utah J. Willard Marriott Library. Created to preserve a comprehensive history of skiing in Utah and the Intermountain region, the archives offer a unique opportunity for historical and contemporary research into Utah's prospering ski industry. The archives document the evolution of the sport and industry, including the history of ski competition on local, national and international levels. The archives serve as the repository for the 2002 Salt Lake Winter Olympics Games Bid Committee records.

<http://www.lib.utah.edu/collections/ski-archives/>



THE UNIVERSITY OF UTAH  
**J. Willard Marriott Library**

295 South 1500 East  
Salt Lake City, UT 84112  
801-585-9521  
[www.lib.utah.edu](http://www.lib.utah.edu)