

FOR IMMEDIATE RELEASE

**BC Snowboard Development Team
expands to include Cypress Mountain**

The BC Snowboard Association (BCSA) is pleased to announce that Cypress Mountain, official snowboard venue for the 2010 Olympic Winter Games has shown continued support of the BCSA and the development of amateur athletes within BC. The BC Development Team, which currently trains exclusively at Big White Ski Resort, has expanded its scope to the Lower Mainland with regular training planned at Cypress Mountain for the 2008-09 winter season.

The Provincial Development Snowboard Team is designed as a stepping stone for young athletes to move up the ranks of competitive snowboarding within BC and secure spots on the BC Provincial Snowboard-Cross and Halfpipe Teams. The BC Provincial Teams in turn act as a feeder-program for the Canadian National Snowboard Team. The Development program, now entering its third year in operation has received a huge amount of support from Big White Ski Area where the teams have been based. With the expansion of the 2008-09 program to include not only Big White Ski Resort but now Cypress Mountain, there will be additional opportunities for young athletes to become involved with the competitive stream of snowboarding within BC.

Joffrey Koeman, Cypress Mountain's Director of Sales & Marketing says, "We are very excited to have the BCSA Development Team expand to Cypress Mountain. When the BCSA Team approached us on this idea we all felt that this was a perfect fit for Cypress Mountain's ongoing commitment to developing snow sport athletes in Vancouver and at Cypress Mountain the Official Freestyle Skiing and Snowboard Venue for the 2010 Olympic Winter Games."

Unlike the Provincial Teams, the Development program is not specialized in any one snowboard discipline. Rather, the athletes are encouraged to compete in Slopestyle, Halfpipe and Snowboard-Cross events. Athletes within the program must be at least 13 years old and generally have already gained some competitive experience. In order to gain a spot within the Development Team, athletes participate in one of two Selection Camps, the next being scheduled in early December at both Big White Ski Resort and at Cypress Mountain.

Matt Galina, Development Team Head Coach comments that, "I think that it's a great opportunity that our program is expanding, as this will give even more young riders the opportunity to get the coaching that will help them develop as competitive snowboarders.

Currently there are eleven athletes on the BC Provincial Development Team. The athletes compete in local competitions as well as BCSA Provincial Series Events. The team trains in two areas in the province including Big White and Cypress

Mountain. Additional information regarding the Development Program and the Provincial Teams can be found at www.bcsnowboard.com

The BC Snowboard Association (BCSA) is a non-profit sport organization, which is the governing body of snowboarding within the Province. The BCSA is an organization that brings youth into a safe and supported environment while competing in a sport they love. Up and coming National Team riders and future pro athletes are bred through the BCSA and its programs.

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