

## **The NIK ZORICIC FOUNDATION ANNOUNCES DAWN TIL DUSK SKI CHALLENGE & AFTER PARTY SATURDAY MARCH 8 - PUBLIC WELCOME**

**COLLINGWOOD, ON March 3, 2014:** The Nik Zoricic Foundation (NZ Foundation) is hosting its second annual Dawn Til Dusk Ski Challenge at Ontario's Craigleith Ski Club on March 8, 2014. The highly-attended ski event enables the community to come together to celebrate and remember the remarkable life and achievements of Nik Zoricic, a Craigleith Ski Club and Canadian Ski Cross Team member. Zoricic passed away in a sudden, tragic ski-related accident in Switzerland on March 10, 2012.

The Ski Challenge event will see team relay format racing on Craigleith's flagship "Big John", starting at daybreak and continuing through until Dusk. The event will be followed by a Torchlight Parade and After Party. The Ski Challenge event and After Party is open to the public, to purchase tickets please visit: <http://www.nzfoundation.ca/events/view/nz-dawn-til-dusk-ski-challenge-plus-dusk-til-dawn-the-after-party-2014>

Last year, the NZ Foundation launched the Ski Challenge Event and After Party with much success. People came out to participate support and celebrate by the thousands – dressed in Zoricic's signature blue jeans, insisting to organizers to make it an annual event.

"Nik's spirit lives forever within the hearts of everyone who had the great fortune to know him and this event gives us the opportunity to honour and celebrate his unique zest for life " said Katarina Zoricic, Event Committee Member. "The NZ Foundation's goals honour Nik's memory while spearheading safety in sport and supporting up and coming athletes."

The NZ Foundation was formed by family and friends of Zoricic with the following goals:

- Support safety initiatives both financially and by advocating their importance;
- Assist various advanced training initiatives that provide athletes with unique opportunities to learn from their peers and coaches;
- Advance and reward combined excellence in education and sport;
- Shape athletes into positive role models embodying tenaciousness, perseverance and determination

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