



**Attention: News, Assignment and Sports Desks**

**FOR IMMEDIATE RELEASE**

**Dawn 'Til Dusk Ski Challenge taking place at  
Craigleith Ski Club on March 9**

**BLUE MOUNTAINS, ON – February 19, 2013** – The Nik Zoricic (NZ) Foundation is pleased to announce that the inaugural Dawn 'Til Dusk Ski Challenge will take place at Craigleith Ski Club on March 9th, 2013 followed by the Dusk 'Til Dawn official After Party.

Nik Zoricic was a Craigleith Ski Club and Canadian Ski Cross Team member who sadly passed away in a sudden, tragic accident in Switzerland on March 10, 2012. The NZ Foundation was formed by friends of Nik with four main goals:

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

The Dawn 'Til Dusk will be the NZ Foundation's first major fundraising initiative.

"We are very excited to be putting on this great event" said Dawn 'Til Dusk event chair Jason Price. "The NZ Foundation's goals honour Nik's memory while supporting up and coming athletes, and our inaugural fundraising event is the perfect way to bring our community together to support this cause".

The Dawn 'Til Dusk 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 an after party.

“We have amazing entertainment lined up” continued Price. “Racers will have on hill entertainment, live music and an overall festive atmosphere. Obviously it will be an emotional day but exciting at the same time, celebrating everything that the NZ Foundation stands for”.

Katerina Zoricic, Nick’s sister and Executive Director of the of the NZ Foundation echo's Price’s sentiments. "Seeing how the NZ Foundation and this inaugural event have brought so many people together says a lot about who my brother was both on and off his skis. It let's my family and I know his legacy will live on through events like this and I hope this is the first of many to come."

Teams can register for the event at [www.nzfoundation.ca](http://www.nzfoundation.ca) or contact [info@nzfoundation](mailto:info@nzfoundation) for more information.

### **Event Details**

When: March 9, 2013

Where: Craigleith Ski Club

Who: Open to all registrants

### **About the Nik Zoricic Foundation**

The Nik Zoricic (NZ) Foundation strives to support elite skiers on their quest for success by creating unique development opportunities and training camps, supporting those that deserve it and need it. NZ’s mission is to support opportunities and initiatives for ski racers ages 12-16 that minimize those constraints, to support elite athletes by facilitating the continuous advocacy of importance and implementation of safety initiatives in sport and to support athletes achieve long-term success by providing education on the opportunities available to athletes through sport.