



# SCHEDULE OF EVENTS

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## **FRIDAY, FEBRUARY 16, 2024**

### **ELITE ATHLETES PRESS CONFERENCE**

12:00 p.m. - U.S.A. Athletes Press Conference

**Location:**

Theodore Wirth Chalet, Fireside Room, 1301 Theodore Wirth Parkway

**Athletes:**

Jessie Diggins, Rosie Brennan, Julia Kern, Ben Ogden and JC Schoonmaker

**Parking:**

There will be limited, monitored parking available to the press attending the press conference in the Theodore Wirth Chalet lot from 11:30 a.m. - 12:30 p.m. If that lot is full, parking is available on the neighborhood streets east of the Chalet, off of Plymouth Avenue. Please allow extra time to park and make your way to the Fireside Room.

*The course will be open for rights-free filming from 10:00 a.m. - 2:00 p.m..*

*This will be the only time outside of the mix zone that athletes will be available for interviews. There will be no live stream of the press conference. Please see below for more information on filming rights for the rest of the weekend.*



## **TV/MEDIA NON-RIGHTS HOLDER ATTENTION!**

Media members who are not rights holders are advised that access to the event venue with any kind of filming device is strictly forbidden. They are absolutely not allowed to film and use any part of the event, including (but not limited to) the race, qualification round, training, podium ceremony, and interviews.

Be advised that no agreement has been reached with Infront Sports & Media AG in order to obtain any filming media accreditation. Therefore, they hereby declare that they will neither access the race venue with any filming device, nor film or use any part of the event or gather audiovisual material from third parties for exploitation on their hereby registered website.

### **US/AMERICAN TV/MEDIA RIGHTS HOLDER**

Upon authorization of the domestic rightsholder to the event, media members have the right to film / record audio-video material. Media members hereby declare under their sole responsibility that all the footage from the event, including the footage possibly received by any third party, shall be technically protected and securely geo-blocked, in order not to be accessible outside the territory of the U.S.A..

Should media members not comply with the above specifications, they are aware that Infront Sports & Media shall take any appropriate legal action to protect its copyrights and proprietary rights and to receive just compensation for any loss and damages suffered.

If you are interested in clearing the relevant International rights please contact Infront Sports & Media AG at: [rights@infrontsports.com](mailto:rights@infrontsports.com)  
[megan.mcguire@infrontsports.com](mailto:megan.mcguire@infrontsports.com) [elena.colasanti@infrontsports.com](mailto:elena.colasanti@infrontsports.com)  
[natalia.semenova@infrontsports.com](mailto:natalia.semenova@infrontsports.com)



Or contact Infront's on-site representatives at the venue.

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## **SATURDAY, FEBRUARY 17, 2024**

### **SPRINT RACES\***

10:00 a.m. – Women's Sprint Qualification

10:30 a.m. – Men's Sprint Qualification

12:30 p.m. – Women's Sprint Final

1:00 p.m. – Men's Sprint Final

\*race times are tentative

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## **SUNDAY, FEBRUARY 18, 2024**

### **DISTANCE RACES\***

10:30 a.m. – Men's 10K Individual Start

12:45 p.m. – Women's 10K Individual Start

\*race times are tentative

[Link to Race Results](#)

## **PROTECT OUR WINTER CLIMATE CONVERSATION POWERED BY XCEL ENERGY**

*Immediately following the races and prize ceremony*

Join environmentalist and author Bill McKibbon for a Climate Conversation immediately following the races by the grandstands. Bill McKibben will be joined by representatives from POW, Xcel Energy and the Loppet Foundation.



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## **MONDAY, FEBRUARY 19, 2024**

### **LOPPET CUP CITIZENS CHALLENGE**

8:00 a.m. – 10:30 a.m.

Skiers are welcome to participate in the Loppet Cup Citizens Challenge on Monday, February at Theodore Wirth Park (1221 Theodore Wirth Parkway) to test their speed on the World Cup sprint course! [More details here.](#)

### **SHARE WINTER PLAYDAY**

10:00 a.m. – 2:00 p.m.

Fans can come on Monday, February 19th at Theodore Wirth Park (1221 Theodore Wirth Parkway) from 10 a.m. – 2 p.m. for Share Winter Playday! Fun family activities, food and more.

Register for the event [here](#)

## **STORY IDEAS**

Media Availability for Claire Wilson, Loppet Foundation Executive Director

Location: Share Winter Play Zone

Saturday, February 17 - 11:00 a.m. & 2:00 p.m.

Sunday, February 18 - 9:00 a.m. & noon

### **Representing Minnesota**

Six of the athletes representing the United States call Minnesota home!



Jessie Diggins | Afton, MN | Saturday Sprint & Sunday Distance Races  
Margie Freed | Apple Valley, MN | Saturday Sprint & Sunday Distance Races  
Alayna Sonnesyn | Plymouth, MN | Saturday Sprint  
Zak Ketterson | Bloomington, MN | Saturday Sprint  
Rena Anderson | Golden Valley | Saturday Sprint  
Erin Bianco | Ely, MN | Saturday Sprint

### **Committed to Sustainability**

This has been the warmest winter in the history of record keeping in Minnesota. While this has presented challenges in preparing for the Stifel Loppet Cup, the Loppet Foundation has worked hard to preserve the snow they have made to put on a wonderful race experience for World Cup athletes. This winter also highlights why the Loppet Foundation is so committed to making the Stifel Loppet Cup as climate-positive as possible.

Claire Wilson can talk about what the organization is doing to show up for sustainability, including purchasing carbon offsets, many steps to reduce waste, eliminating plastic bottles, using reusable cups and more. You can learn more about the efforts [here](#).

### **Glitter Up for the World Cup!**

Fans can match their favorite skiers at the glitter application station located in the Share Winter Fun Zone! Jessie Diggins popularized wearing glitter during races as a way to stand out amongst her competition, and it wasn't long before other skiers followed her lead. Now, Jessie will return home to Minneapolis to compete in front of the fans for the first time since junior nationals in 2010. Claire Wilson, executive director of the Loppet Foundation is available for an interview about this sparkly tradition and you can talk to spectators looking to get glittered.

The glitter used will be plastic-free as part of the Loppet Foundation's efforts to show up sustainably. Learn more about the efforts [here](#).



## **Where to Watch the World Cup**

Tickets to the first World Cup on U.S. soil in 20 years were quickly claimed, but there are plenty of opportunities for fans to experience the excitement with other ski enthusiasts! [Utepils Brewing Company](#) is hosting the official watch party for fans throughout World Cup Weekend. A spokesperson from Utepils as well as the Loppet Foundation can talk about the hype around the historic event.

Utepils Brewing Co.  
225 Thomas Ave N #700  
Minneapolis, MN 55405

## **How the World Was Brought to Wirth**

The preparation and planning that went into the Loppet World Cup was years in the making. The Loppet Foundation is a small, but mighty team of around 30 people that brought this worldwide event together with the help of many volunteers and community partners. Claire Wilson, executive director of the Loppet Foundation can talk about the challenges and hard work that went into executing the World Cup.

## **The World Cup Art Experience**

The World Cup brings an [immersive art experience](#) for all who attend. There are 11 total art experiences brought to you by different artists. Claire Wilson can talk about the important connection between skiing and artistry, and we can connect you with an artist.

## **MEDIA CREDENTIALS**

Media representatives who plan to cover on-site activities during the Loppet Cup 2024 will need credentials.



The deadline for completing the media accreditation application has passed, but please contact [media@loppetcup.com](mailto:media@loppetcup.com) and we will assist you in getting the credentials needed to be on-site during the Loppet Cup.

### **Picking up credentials:**

All media MUST pick up credentials and a welcome package at the Media Center in the Studio of The Trailhead (1221 Theodore Wirth Parkway, Minneapolis MN 55422) when you arrive at Theodore Wirth Park. The Media Center will be open 8:00 a.m. - 4:00 p.m. on Friday, February 16 through Sunday, February 18.

If you are unable to pick up your credentials during these times, please let us know.

Parking information for Saturday and Sunday events will be provided when accreditation is confirmed.

## **ABOUT THE LOPPET FOUNDATION**

The [Loppet Foundation](#) is a 501(c)3 nonprofit that connects people to the outdoors through experiences that grow community. Established in 2002 with an 800-person ski race and based in Theodore Wirth Park, the Loppet now welcomes 25,000 participants annually to its events and programs. This year, the Loppet Foundation brought outdoor experiences to more than over 3,500 youth – third graders to high school seniors – through its Trail Kids and Adventure Camp programs and its partnerships with 17 North Minneapolis schools. Activities include cross country skiing, mountain biking, paddling, running, mindfulness and more.

**FOR MORE INFORMATION ON THE ORGANIZATION AND THEIR MISSION, OR TO SET UP INTERVIEWS, PLEASE CONTACT,**



[media@loppetcup.com](mailto:media@loppetcup.com)

[loppetcup@media-minefield.com](mailto:loppetcup@media-minefield.com)