

Gateway

Gateway to the Sochi 2014 Olympic and Paralympic Winter Games



An Innovative and Inspirational Winter Games

Building Infrastructure, Engaging Sponsors, Constructing Venues

INSIDE

Accelerating in all aspects toward 2014 readiness

Construction advances with vital infrastructure support ready

International sponsors interest and Russian sponsors announced

Firm leadership steers steady course for Sochi delivery

Celebrating and learning from the Olympic and Paralympic Family

Winter sports thrill tourists and experts

Putting Sochi 2014's vision into practice through detailed planning





From Russian Diamond to Detailed Plans

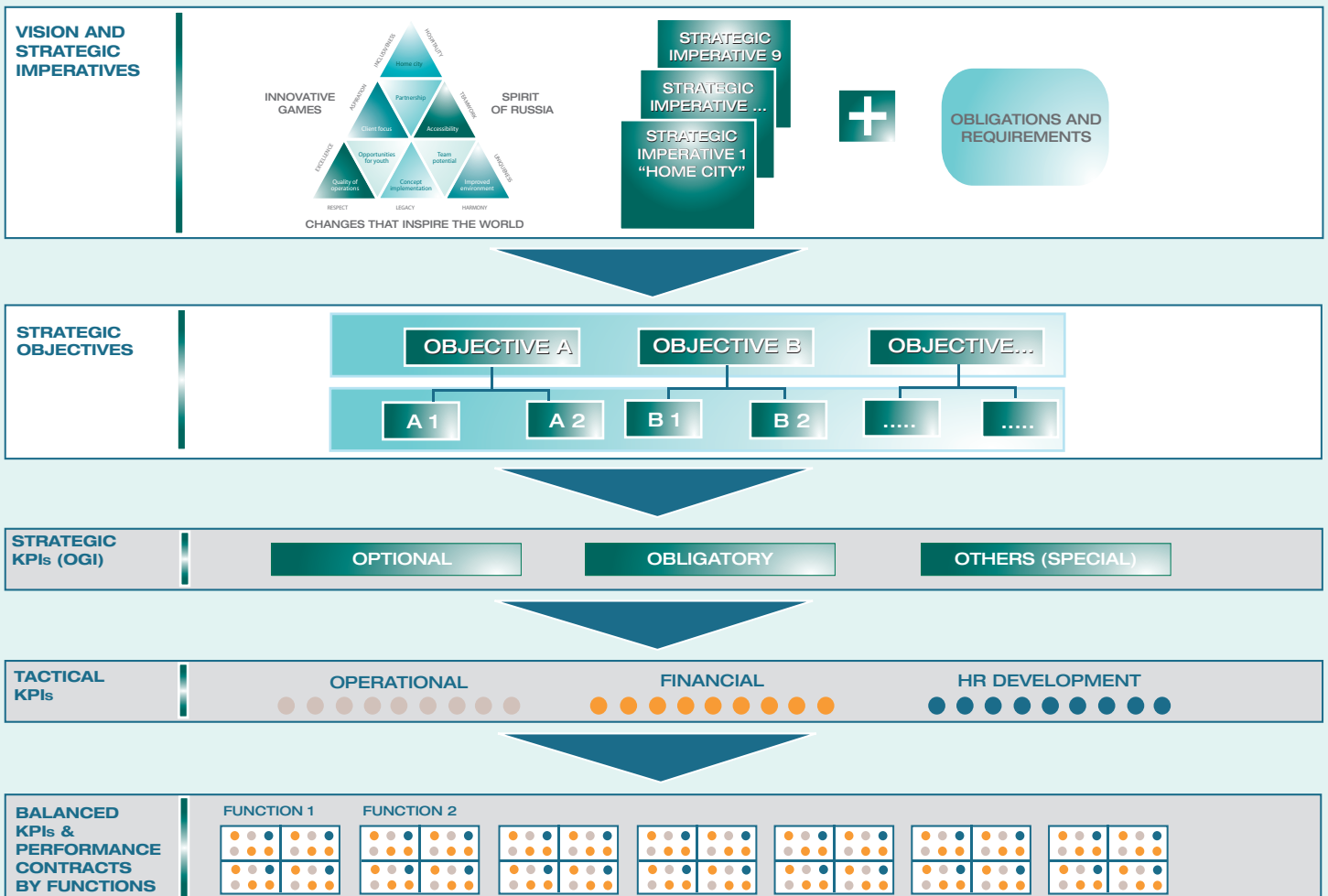
Sochi 2014's innovative Games Vision, Russian Diamond, and Strategic Planning Model are designed to make a major contribution towards the overall success of the Sochi 2014 Olympic and Paralympic Winter Games.

The model could be used to develop a set of integrated strategic objectives based on the Vision. These in turn would be transformed into a series of strategic Key Performance Indicators (KPIs) which would be integrated with the Olympic Games Indicators (OGIs) within the next 6-9 months.

The Strategic Objectives would address the question: "Given the vision of Sochi 2014, what are the desired results and impact of the Winter Games?"»

The strategic KPIs would be further detailed to the tactical level of Sochi 2014 and be measurable across the individual functions. This would lead to very targeted and comprehensive Operating Plans for every step of the Games preparation.

By the end of 2009, the first draft of the Integrated Strategic Plan would be developed and broken down into Operating Plans which, along with the Integrated Budget and Workforce Plan, would help structure the process of the Games preparation.



Views From The Top



Dear friends,

With the first visit in 2009 of the IOC Project Review team now complete, the overall impression of Sochi 2014 is that this project of national priority, has made great progress and despite the difficult economic climate, is firmly on track.

The design work for seven venues has already been completed and almost all of the land for sports venues has been allocated. We have also taken enormous strides forward on the long-term protection and enhancement of the environment.

However, we are not complacent and, despite our successes, we have a clear understanding of the significant work still ahead of us.

That is why we have made the commitment that construction for all venues and infrastructure projects will start in 2009. We stand by our pledge to host the first test events in 2012.

My team and I wish you every success for 2009, a year that also promises to be one of further significant progress for Sochi 2014.

Dmitry Chernyshenko
President/CEO
Sochi 2014 Organizing Committee



Dmitry Kozak
Deputy Prime Minister
of the Russian Federation



"Russia's first Olympic and Paralympic Winter Games is a project of national priority. My role of overseeing all the Games preparations fills me with great pride, but it is also one that comes with great responsibility."

"The Games preparations remain firmly on schedule. At the Project Review meeting with the IOC at the end of January 2009, we confirmed that construction and assembly works are well under way at 21 sites and will be in place at all facilities and venues by the end of 2009. All the facilities should be ready for test events by 2012."

"While focusing on the daily tasks of preparing for the Winter Games, Sochi 2014 has not lost sight of its commitment to delivering sustainable positive long-term change that inspires the world. We are also intent on delivering an inspirational environmental legacy for the Olympic Movement, Russia and the world."

"Since our last visit, the Sochi 2014 project has made good progress and a lot of exciting initiatives are now underway. We had the opportunity to not just meet with Dmitry Chernyshenko and his team but we also held very productive discussions with Prime Minister Vladimir Putin; Deputy Prime Ministers Alexander Zhukov and Dmitry Kozak; Transport Minister Igor Levitin; Regional Development Minister Viktor Basargin; and Viktor Kolodyazhny of Olimpstroy. This once again underlined to us the strong support of the Russian Government and people for the Sochi 2014 Olympic and Paralympic Winter Games."

"My colleagues and I have been received by Russia in a spirit of total transparency and confidence."

"I am happy to say that we feel that Sochi continues to be on track although, as I've said before, there is no time to lose and Sochi 2014 and its partners must continue to work diligently and remain focused on delivering a great Olympic and Paralympic Winter Games in 2014."



Jean-Claude Killy
Chairman, IOC Coordination
Commission for Sochi 2014

"As the world faces a prolonged period of economic instability, the opportunity for Russia to host its first ever Olympic and Paralympic Winter Games becomes more important than ever."

"The Games are already generating a micro-economy that will benefit the rest of Russia as well as several neighbouring nations. The Games remain a catalyst for the comprehensive regeneration of the whole Krasnodar region and, as such, will provide tens of thousands of jobs, together with international investment."

"We have a very solid financial safety buffer to cope with the current situation, with \$12 billion of Federal Government funds already set aside for the Olympic project. As Prime Minister Putin recently stressed: "Not a single Russian investor has given up his/her initial plans. We will meet our commitment for Games-related outlays of \$3.2 billion this year and \$3.6 billion in 2010."



Alexander Zhukov
Deputy Prime Minister of the
Russian Federation and Chairman,
Sochi 2014 Supervisory Board



Quick Q&A on Sochi 2014 Construction

Q. How many new venues will be constructed for Sochi 2014 and is the work on schedule?

A. There will be 12 new competition venues and the new Sochi Olympic Stadium constructed. Design and planning work for all venues is nearly complete which will enable the construction phase to commence this year - precisely on schedule.

Q. When will the venues be ready?

A. All venues apart from one will be ready for test events by the end of 2012. The one exception will be The National Sliding Centre which was recently relocated to accommodate environmental sensitivities. This venue will be ready in 2013 – still one year before the Winter Games and in sufficient time to stage a test event.

Q. What will be the venue construction highlights to watch out for in 2009?

A. Without doubt, the main highlight is that Sochi is set to become one of the most active regions in the world for major construction projects. The tender process has already successfully identified strong construction partners for key projects with applications received from all over the world.



The first railway cargo terminal in the Imeretinskaya Valley



The opening ceremony of the Gornaya Karusel ski resort



IOC Coordination Commission Hails Sochi 2014 Progress

Chairman of the IOC Coordination Commission for Sochi 2014, Jean-Claude Killy, believes the Black Sea resort could stage an Olympic and Paralympic Winter Games to “astonish the world”.

Killy led the IOC's Project Review team which assessed the development of facilities in Sochi in late January 2009, almost exactly five years before the winter Games commences in 2014.

Killy added: “The main idea is still what we have mentioned – to create an unprecedented Olympics. There are no obstacles to hosting an Olympic Games that will make the world gasp.”

Dmitry Chernyshenko, President and CEO of Sochi 2014, said: “Due to the unique nature of our Olympic project, we consistently need to make rapid progress, and this means that every time the IOC visits, we have a lot of good news to share. Sochi 2014 continues on track and in five years' time we promise an inspirational celebration of the spirit of Russia.”

“The tender process for design and construction is progressing smoothly. The tenders are being successfully administered and some contracts are already signed.”

Overview on the beginning of construction and 2009 construction

A crucial step was taken in 2008 to honor the commitment to deliver the most compact Winter Games ever, something which is at the heart of the Sochi 2014 project.

A senior Sochi 2014 construction expert said: “The tender process for design and construction is progressing smoothly. The tenders are being successfully administered and some contracts are already signed.”

The Tour for the World's Top Skiers

Some of the world's top skiers were hosted in Sochi by Prime Minister Vladimir Putin in early January 2009. The athletes had just taken part in the invitational FIS World Cup race in central Moscow.

They arrived to Sochi on Prime Minister Putin's special jet.

As well as joining the athletes for some exhilarating skiing, Mr Putin gave a guided tour of the area to highlight the impressive level of progress in Olympic infrastructure in Krasnaya Polyana.

The tour included the Psekhako Ridge resort which has welcomed tourists since last year and where design work for its Olympic facilities is already at an advanced stage. Also on the itinerary was Gornaya Karusel where design work for the media hotel is nearing completion, enabling construction work to begin in 2009.

Making Waves

With its stunning location on the edge of the Black Sea, the contract for the detailed design for the Olympic Park has been signed, and much of the work is nearing completion.

The incredible compactness and eco-friendly credentials are highlights of the Olympic Park and these will be further developed in the design phase. The design process for all coastal competition venues will soon be completed, allowing construction to commence on all venues in 2009.

Innovative Resort to Open Soon

The first stage of the development of Roza Khutor resort - using high-tech ecological management approaches - will be completed this year, and is scheduled to welcome visitors from 2010.

The privately funded resort, which will host the elite alpine ski events in 2014, is being constructed to meet, and exceed, Russian ecological legislation and the highest international environmental standards.

The slopes are being developed only along existing contours to minimize changes to the spectacular natural landscape.

"The resort, which will host the elite alpine ski events in 2014, is being constructed to meet, and exceed, the Russian ecological legislation and the highest international environmental standards."



Innovative infrastructure at the Roza Khutor ski resort



Russian Prime Minister Vladimir Putin with top international skiers in Krasnaya Polyana following the FIS World Cup in central Moscow

Taking Center Stage

Sochi 2014's preparations have won praise from a leading light in the skiing world. FIS Alpine Skiing World Cup chief race director, Gunter Hujara, said: "When in Sochi, I was surprised by the progress of construction in the mountain cluster. There is no doubt that ski venues in Sochi will be of a world-class standard. Sochi 2014 has given Russia a chance to become one of the world centers for winter sport, and the most innovative venues are being constructed."

Russia is hosting several major international races this winter for the first time, including the successful FIS Alpine Parallel Slalom World Cup promotional event, held recently in the Vorobiev mountains, Moscow.

The Road to Success

Sochi 2014 President and CEO Dmitry Chernyshenko and other senior Russian officials opened a new part of a Sochi bypass late last year in a plan to relieve traffic congestion in the city center, and as part of a wider program of road infrastructure development.

The program includes construction of the bypass which will be fully operational in 2010, a road bridge over a river in the central region of Sochi and transport interchanges on various roads within the region. All of these projects are seen as critical to the smooth running of the winter Games and are currently on schedule and within budget.



The newly developed Sochi bypass

Infrastructure



Key infrastructure developments:
Sochi port cargo terminal and the new Sochi airport



Quick Q&A on Sochi 2014 Infrastructure

Q. What are the major infrastructure projects already underway in preparation for the Games in 2014?

A. Amongst the main infrastructure activity already started, transport projects are a priority for Sochi 2014. The most important project is the combined motorway and rail line Adler – Alpika-Service where construction work has already begun.

Under the guidance of the recently formed Olympic Transport Authority, other major transport initiatives for Sochi 2014 are well in hand. These include expanding and modernizing the region's railway capacity, enhancing the cargo capacity of Sochi, and the construction of 15 passenger marine terminals. The Sochi International airport is also undergoing significant upgrade work.

Q. Apart from transport, what are the other big infrastructure projects that we can expect to start soon?

A. Obviously energy supply is also vital for the effective preparation and organization of the Winter Games. Therefore several new sub-stations will be built, starting at Poselkovaya as early as May 2009. Reconstruction of Krasnopolyanskaya hydro power station is to be completed in March 2010. All this is a significant undertaking, but the work will ensure that there is more than sufficient power supply to meet the needs of the local population as well as the huge demand from Games preparation.

Q. How is Sochi 2014 protecting the environment during this impressive infrastructure construction phase?

A. Sochi 2014 is not only committed to protecting the incredible bio-diversity of the region but has pledged also to enhance the whole environment as a sustainable legacy of the Winter Games.

In particular, Sochi 2014 and Olimpstroy are working hard to ensure that all infrastructure projects are fully compliant with environmental best practice and that Sochi 2014 Olympic venues will be a new standard of eco-efficient development in Russia. In addition, there are already a number of environmental enhancement projects that have been prioritized. These include the construction of a waste processing plant by 2010, a solid domestic waste recycling complex and waste water refinery facilities, transport and energy infrastructure modernization.

Olympic Cargo Terminal Opens

One of the highlights at the end of 2008 was the opening of the first railway cargo terminal in the Imeretinskaya valley which will annually handle 11 million tonnes of materials for the construction of Olympic facilities and new infrastructure. This will greatly speed up the 156 Olympic construction projects, many of which are due to start in 2009.

Tenders Open for Olympic Park Infrastructure Projects

Currently Olimpstroy has announced 9 tenders for Olympic Park infrastructure projects. Among them the tenders for construction of Maly and Bolshoi Ice Palace, Sochi Olympic Skating Centre and Olympic Curling Centre.



Sochi 2014's Olympic Park (Coastal Cluster)

The Olympic Park venues include:

- Bolshoi Ice Arena - ice hockey; 12,000 spectators
- Maly Ice Arena - ice hockey; 7,000 spectators
- Olympic Oval - speed skating; 8,000 spectators
- Ice Palace - skating, short track speed skating; 12,000 spectators
- Curling Centre - curling; 3,000 spectators
- Olympic Stadium - 40,000 spectators
- Main Olympic Village
- International Broadcasting Centre and Main Press Centre
- IOC Partners Facilities

Sochi 2014 and UNEP staff members while in discussions in Nairobi



UNEP Partnership for Sochi 2014

The Sochi 2014 Organizing Committee and United Nations Environment Programme (UNEP) – the leading international conservation organization - are close to signing a Memorandum of Understanding covering areas of mutual cooperation.

The negotiations, which took place in Nairobi in December 2008, enabled several main areas of cooperation to be defined including the use of UNEP's expertise and UNEP's involvement as an independent auditor of the ecological element of the Sochi 2014 Winter Games preparation.

The finalised Memorandum is due to be signed by the end of March. One of the first steps taken by Sochi 2014, as part of its commitment to the international environmental programme, was the inclusion of its Climate Neutral Program into the Climate Neutral Network – a system of initiatives uniting corporations, governments and city councils in the challenge to neutralize the effect of greenhouse gases.

The spectacular view from the top of the Krasnaya Polyana



Green Knowledge Exchange

As part of the International Olympic Committee's (IOC) Olympic Games Knowledge Management programme, an initial briefing and Technical Review was conducted in November 2008. The meeting was a key step towards realizing Sochi 2014's commitment to host a Games that not only protects but also enhances the environment for the benefit of future generations.

Michelle Lemaitre, IOC project manager, and Paolo Revellino, IOC environment expert, met representatives from the Sochi 2014 Organizing Committee; the Russian Ministry of Natural Resources; the Sochi National Park; the Municipality of Sochi; and Olimpstroy.

The seminar included a review of Sochi 2014's environmental policies, plans for setting green targets, and past OCOG best practices.



Environmental briefing and technical review with IOC experts in Moscow

Eco-Sport Experience

Over 70,000 winter sport enthusiasts visited the new ski resort of Krasnaya Polyana in 2008. Many were first time visitors from outside Russia who were more used to the slopes in Western Europe.

One of the major differences they noticed in Krasnaya Polyana is how the slopes have been carefully sculpted amongst the unique bio-diversity of ancient pine forests of the region.

Visitors enjoy Sochi's world class winter sport as part of a rewarding eco-experience, proving that man and nature can exist in perfect harmony during, and long after, the 2014 Games.



Sponsorship

Sochi Sign Record-breaking Sponsorship Deal

An intense year of hard work by the Sochi 2014 team culminated in the recent unveiling of the top-tier domestic sponsorship program. On the last day of January 2009, Sochi 2014 signed and announced the largest domestic sponsorship deal in Olympic Games history.

Long distance telephone company Rostelecom and Russia's third largest mobile carrier, MegaFon, pledged \$260 million in sponsorship with a further \$200 million to develop infrastructure in the Krasnodar region.

The fact that telecommunications was the first deal announced by Sochi 2014, following a meticulous transparent tender process, is a sign of how committed Sochi is to delivering a state-of-the-art, digital winter Games. The partnership will enable hundreds of millions of people from around the world to enjoy Russia's first ever winter Games from a variety of digital platforms.

This innovative first Tier One partnership will also transform telecommunications in the whole region, once again proving the determination of the Sochi 2014 Organizing Committee to leave a sustainable legacy long after 2014.

Commenting on the deal, Sochi 2014 President and CEO Dmitry Chernyshenko said: "The total sum of the deal will become a record in Olympic history. Trustworthy business partners play an essential role in the success of a truly global event like the Olympic and Paralympic Winter Games. Both Rostelecom and MegaFon have shown they are committed to promoting the Olympic values of excellence, friendship and respect."

Further partnership announcements are expected in due course.



Sochi 2014 signs the largest Partnership deal in Olympic history

Q&A With Rostelecom – Sochi 2014's New General Telecom Partner



Konstantin Solodukhin,
General Director of Rostelecom

Q. How important was it to become the first Tier One domestic sponsor of Sochi 2014?

A. Rostelecom is very interested in developing its universal telecoms infrastructure which, in the long term, is positive not only for Sochi, but for the whole region. Moreover, advanced telecommunication services will be available during the 2014 Winter Games as well as after it.

Q. What does this tell you about the Sochi 2014 project?

A. The Olympic and Paralympic Winter Games in 2014 has the stated ambition to be innovative; telecommunications provides the infrastructure necessary for the Games to succeed and will, for sure, provide the innovative dimension. For Rostelecom – Russia's national telecommunication operator – it is obvious that telecommunications is the right way to begin preparing for the Winter Games.

Q. What are your plans to leverage this partnership in order to achieve your business objectives?

A. Rostelecom today is an active and very dynamic company, targeted at increasing business efficiency. While investing in the development of telecom services for the Sochi 2014 Olympic and Paralympic Winter Games, Rostelecom will also be contributing to the long-term development of the whole region's telecom infrastructure.

Breakthrough Opportunities

Despite the current global financial downturn, sponsoring the Sochi 2014 Games presents a significant opportunity for any forward looking company or brand.

The Winter Games is a "guaranteed long-term investment opportunity" that will bring benefits for many years beyond this current crisis.

Dmitry Chernyshenko, Sochi 2014 President and CEO, said: "A partnership with the Sochi 2014 Organizing Committee will provide unprecedented opportunities for our strategic partners and will help them to realize their most ambitious plans and projects. We are not just choosing commercial partners – we are choosing allies."

Sochi Speak at Major Sponsorship Events

Sochi 2014 has been very active on the sponsorship conference circuit including a speaker platform at the high profile "Future Sponsorship 08" event in Brussels and the 3rd annual Sport and Business conference in Moscow.

These opportunities enable Sochi 2014 to explain the opportunities and benefits for businesses from association with the 2014 Olympic and Paralympic Winter Games. The Sochi 2014 marketing team also use these conferences to promote the vision for the 2014 Games and outline the incredible natural and economic assets of the Krasnodar region and the city of Sochi.

Sochi 2014 and the Olympic Family

Beijing's Magic

In November 2008, Sochi 2014 President and CEO Dmitry Chernyshenko and senior colleagues were invited to London to learn from the IOC's official debriefing of the highly successful Beijing 2008 Games. Whilst Sochi 2014 had a large team observing the Games in Beijing, this event presented an opportunity to hear from the IOC and their experts.

Joining other high profile delegates including the Organizing Committees from Vancouver 2010 and London 2012 as well as the 2016 candidate cities, the Sochi 2014 delegation had a chance to learn firsthand from the experiences of their Beijing counterparts.

EOC Praise

The annual European Olympic Committees General Assembly is a particularly important date for Sochi 2014, with many European National Olympic Committees actively involved in the Olympic and Paralympic Winter Games.

Sochi 2014 President and CEO, Dmitry Chernyshenko, presented an update to delegates at the 2008 General Assembly in Istanbul. He outlined the latest news and explained that the Sochi Organizing Committee had finalized venue plans.



Dmitry Chernyshenko outlines Sochi 2014's rapid progress to the European Olympic Committees (EOC)

Upbeat Final IOC Report of 2008

During its final meeting of 2008, the IOC Executive Board received an update on Sochi 2014's progress from Sochi 2014 President and CEO Dmitry Chernyshenko and Deputy Prime Minister Dmitry Kozak.

The report featured a detailed update on venue construction and project management. The focus was on the progress made over the last few months and the strong support that the Sochi 2014 Winter Games have within Russia.

London Eye-Opener

As part of an ongoing commitment to knowledge-sharing within the Olympic Family, a high-profile team from Sochi 2014 made a special behind-the-scenes tour of London's Olympic Park in December 2008.

The visit proved invaluable for Dmitry Kozak, the newly-appointed Deputy Prime Minister, who was making his first major international appearance with Sochi 2014. Kozak took advantage of the visit to discuss Games preparations with London 2012, including senior directors from LOCOG, the Olympic Development Authority, and the London Development Agency.

The delegation also had meetings with Tessa Jowell, Minister of State (for the Olympics), and Lord Moynihan, Chairman of the British Olympic Association.



The Sochi 2014 delegation while on an official visit in Vancouver

Sochi Marks Five Year Countdown in Vancouver

A senior delegation from Sochi 2014, including Sochi 2014 President and CEO Dmitry Chernyshenko and Russian Deputy Prime Minister Dmitry Kozak, arrived in Vancouver in early February 2009 to undertake a fact-finding mission ahead of the Vancouver 2010 Olympic and Paralympic Winter Games.

The visit was hosted by the Vancouver Organizing Committee (VANOC) and marked the five-year countdown to the Sochi 2014 winter Games. The busy schedule included trips to the Olympic and Paralympic Park at Whistler, the Mountain Athletes' Village and the Sliding Center.

The Sochi delegation gained insights and knowledge from VANOC and attended Olympic seminars at Simon Fraser University; they also visited Vancouver's Pacific Coliseum for the national figure skating championships.

Of the fact finding mission, Deputy Prime Minister, Dmitry Kozak said: "This visit is extremely important to us in a very practical sense because in one year precisely we will be taking over the Olympic flag from the Vancouver Organizing Committee."

Sochi 2014 President and CEO Dmitry Chernyshenko added: "Sochi 2014 will benefit immensely from the insights we gain here from VANOC officials and those involved in Games preparations."

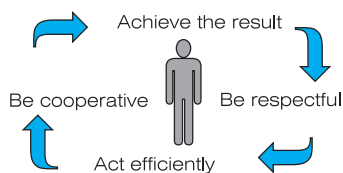


A high-profile Sochi 2014 knowledge-sharing visit to London 2012

Common Values for all Sochi 2014 Staff

At the end of 2008, Sochi 2014 Organizing Committee's top managers' team held a workshop to discuss the kind of organizational culture necessary for success. The purpose of the workshop was to formulate a set of beliefs and values to be shared between employees, and which will define their behaviours and actions in such a fast-moving, fast-growing and multifunctional organization.

Sochi's strategic model, the Russian Diamond, which combines vision, values and strategic direction, became a valuable resource for this discussion:



These values will become the fundamental principles for the formation of the Sochi 2014 team, and will define the type of people that should be hired and promoted. The plans to embed the core values into "real life" are already under way.

Valuable Volunteers

There is already intense interest across Russia in Sochi 2014's Volunteer Program with major preparations under way for one of the biggest selections of volunteers ever seen in Russia. Consisting of two phases, Phase One (2009 – October 2011) will activate the process of volunteering in Russia as a whole; Phase Two will create a platform for the successful implementation of the Sochi 2014 Volunteer Program with the aim of maximising its efficiency and affirming its promise of a sustainable Games legacy.

The creation of the Sochi 2014 Olympic volunteers corps is part of the Federal Action Plan during the 2009 Year of Youth of Russia. The Sochi 2014 Organizing Committee is contributing to this initiative in terms of establishing significant contacts with government structures, NGOs and "supplier" organizations and by collaborating in a broad spectrum of activities throughout the volunteers' term of involvement.

"Green Medal" for Sochi?

Leading Russian environmentalists have declared that Sochi 2014 deserves a "Green Medal" for the venue changes it made in October 2008.

The new venue plan will guarantee a more compact and environmentally friendly Winter Games.

A recent United Nations Environment Program report described the move as "a significant step forward on the road to the Green Games in 2014", while WWF Russia said "everyone will benefit" from the relocation.

Mikhail Terentiev during the Disability Film Festival in Moscow



An Equal Sporting Chance

Disability in sport came under the spotlight at the International Disability Film Festival in Moscow recently thanks to a new award category: "People with disabilities in sport". Sochi 2014 welcomed the news, reflecting its own commitment to raising awareness of people with a disability. Sochi 2014 has also pledged dedicated, state-of-the-art facilities for the Olympic and Paralympic Winter Games in 2014.

Sochi Conducting Active Ambassador Program!

Sochi 2014 has appointed three new global ambassadors: world famous conductor and violinist Yuriy Bashmet, Vladimir Lebedev, team leader of Russia's acrobatic freestyle ski team and the Russian national curling team.

Bashmet was presented with a diploma at the conclusion of the Winter Music Festival in Sochi, part of the Black Sea resort's development into a global cultural centre.

Vladimir Lebedev, a bronze medalist at the Torino 2006 Olympic Games and a multiple World Cup medalist, will use his experience and knowledge to ensure that Sochi 2014 delivers excellent facilities for athletes.

The Russian women's curling team was announced as a Sochi 2014 Ambassador just before 2009 Harbin Universiade in February.

Welcoming the new Ambassadors, Sochi 2014 President and CEO Dmitry Chernyshenko said: "We are delighted that Yuriy Bashmet, Vladimir Lebedev and the Russian national curling team have agreed to become ambassadors for Sochi 2014. The convergence of sport and culture will continue in Sochi, thanks to the efforts of people like them."

World famous conductor and violinist Yuriy Bashmet becomes a Sochi 2014 Ambassador



Winter Sports Now!

Look Who's Here!

Visitors to the pristine new ski slopes in Krasnaya Polyana were somewhat surprised in early January 2009 when they were joined by Russian President Dmitry Medvedev and Prime Minister Vladimir Putin.

The two leaders were enjoying the excellent skiing conditions during their New Year vacations in Sochi. The occasion underlined their continued commitment to, and confidence in, the progress of the 2014 Games.

Sochi 2014 Venues Tested to the Max

On 21 January 2009, the prestigious Freeride World Tour began the 2009 season on the awesome slopes of Krasnaya Polyana, close to venues for the 2014 winter Games in Sochi.

56 of the world's finest men's and women's extreme skiers and snowboarders, together with tour organizers and officials, praised the conditions, atmosphere and facilities. Hundreds of spectators, fresh snow and blue skies ensured the two-day competition got off to a flying start. The inspirational competition led to the closest ever results for the Freeride World Tour with narrow overall wins for Sverre Liliequist (Sweden) and Jess McMillan (USA) in the ski competitions.

Veronika Sorokina, one of the Russian competitors in Sochi, said: "This event in my home country is wonderful because there are riders here that you only see in the magazines and on TV. To have them here is great... Today on the slopes, I saw lots of smiling faces and it was a real pleasure."



Inaugural World Cup Event in Moscow

Two days into the New Year, the Vorobievy mountains in central Moscow was the unusual setting for the invitational FIS World Cup event on a giant purpose-built ski ramp. Many of the world's elite skiers took part in this inaugural event and witnessed firsthand Russia's passion for, and commitment to, winter sport as they were cheered on by a capacity 20,000 crowd.

A team from Sochi 2014 was on hand to study the event which was won by Germany's Felix Neureuther. In total, 16 world-class competitors drawn from 10 countries took part, including two Russian athletes.

Hans Pieren, FIS Men's Slalom World Cup chief race director, said: "Our Russian partners made a great effort to create the enormous construction in such a short period of time. The organizers took into account all the requirements of the International Ski Federation."

'Good luck' message from Red Square to the Vancouver 2010 Organizing Committee



Good Luck Message from Red Square

Sochi 2014 organizers and a host of Russian Olympians recently sent a "good luck" message from an ice rink on Red Square in Moscow to the Vancouver 2010 Organizing Committee.

A year before the Vancouver 2010 Olympic and Paralympic Winter Games take place, Sochi 2014 organizers were joined by Moscow students, Olympic figure skating champion Alexei Yagudin and Russian ice skating coach Tatiana Tarasova - one of the most successful Olympic coaches of all time.

Tatiana Tarasova, said: "Staging the Olympic Games is a great responsibility. I'm sure that Russia will organize the Games in the best way possible and host them at the highest possible standard."

Calling all Photographers!

The Sochi 2014 Organizing Committee has launched a new photography competition aimed at inspiring the Russian population to capture sport images and make a personal contribution to the Games in 2014.

The "Olympic Camera" competition has six categories: "Win!", "Sports in everyday life", "Sochi - city of sport", "Together we can do more", "Faster, higher, stronger", open to all age groups, and seeks photographs which illustrate the spirit of sport at elite or grassroots level, or the changing face of Sochi through the preparations for the winter Games in 2014.

All submissions must be by copyright holders who do not infringe legal or other regulations of Russian or international legislation.

I am Part of It

Quotes from the Slopes



"Krasnaya Polyana is a superb area for winter sport and the one thing that it has lacked in the past is the number of skiers and snowboarders which such a beautiful location deserves. The fine facilities in the area will be top class by 2014 and at the conclusion of the 2014 winter Games, Sochi will be a world-renowned winter resort."

Kuramshin Dmitry,
snowboarder



"I have tried the slopes at Gazprom, Gornaya Karusel and Alpika-Service and the facilities here are highly professional and contemporary. Hosting the 2014 Olympic and Paralympic Games in Sochi will be a perfect setting for a new era of Olympic champions to emerge, and I wish them all the best of luck."

Balashova Evgeniya,
tourist



"Our guests for the Sochi 2014 Olympic and Paralympic Winter Games will be warmly welcomed and made to feel at home in Krasnaya Polyana - which I consider to be the greatest place on earth. Even though I'm not able to participate, I am really looking forward to seeing the competitions at first hand."

Yury Maksimov,
coach for mountain skier, Gornaya Karusel

Gateway

Gateway to the Sochi 2014 Olympic and Paralympic Winter Games :

The Sochi Organizing Committee for the XXII Olympic Winter Games and XI Paralympic Winter Games of 2014

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