



The summer is here... and with it comes hot weather, trail running,, roller skiing, and picnics on the beach ... but there is much in the works.

Our company, XCZONE is all about promoting outdoor power-endurance sports such as cross-country (XC) skiing through digital media. We are very quickly diversifying in trail

running, mountain biking, biathlon, in-line, triathlon and other real action sports. The studio has also been busy producing promotional and marketing media for commercial sport products and elite athletes. There will be more Masters XC Ski Camps this year, including one out West. You may have also noticed a flashy new suit making its appearances on the trail and at races. We sponsored 25 elite athletes as part of Team XCZONE Unlimited.

## STUDIO

The studio specializes in high-impact digital videos and multimedia for entertainment, documentaries, training, commercial product promotion or athlete promotional packages. XCZONE is a vertically integrated video production company managing all stages of a project (from concept to delivery).

We produced a promotional piece for a new thermal sports drink called "Styrka" ([www.styrka.ca](http://www.styrka.ca)), and others for Madshus, Fischer, Swix, and Apple Computer. We put together marketing videos for the Subaru Factory Team and Team XC-Ottawa ([www.xcottawa.ca](http://www.xcottawa.ca)) and for a number of (athlete) clients including Phil Shaw, Beckie Scott and Justin Wadsworth.

Organizations such as the CSM, Keskinada, US Berkie, and Cross Country Canada received donated stock footage to promote their events and the sport.

ONLINE STREAMING: Viosport, RSN, Ifilm Mountain Sport, Single Reel, Action Sports, Underground Film, Screen47, Atom Films

TELEVISION: TSN, CBC, RSN, CTV, CJOH, Baton Broadcasting, OLN, DND, Urban Fitness TV, Fox Sports Network, proposals to ExtremeTV, Oxygen and WTSN

FILM FESTIVALS: Banff Mountain, Telluride, Vancouver International Mountain Film Festival

## FILMS

**T**here are several projects currently in-production and keeping us plenty busy. We are always looking for extraordinary athletes.

**B**ECKIE SCOTT - XCZONE is sponsoring the production of a commemorative CD-ROM for Beckie Scott. We just spent a week in Bend Oregon filming and interviewing Beckie. The CD-ROM is scheduled for release XMAS 2002. All of the proceeds will be going to Beckie to bolster her ski career. This is our opportunity to show our support.

**U**NLIMITED XC SKIING AND SERIOUS CROSS-TRAINING -Cross Country Skiing is unlimited in performance and diversity. Whether that is laying fresh tracks at sunrise, spending an afternoon training in the woods, elite international racing or carving free heel turns in powder with friends. Unlimited is the next movie by xczone currently in production and due for release by Xmas 2003 on a double DVD set, packed with motivational and technical content. It will be our most ambitious project to date; trekking where no one has gone before. Shot on Location: Bend Oregon, Vancouver Island, Gatineau Park, Lake Placid, Austria. The film will cover XC Skiing, Biathlon, Norpine, Telemark, Roller-skiing, In-line, Trail Running, Mountain Biking, Triathlon, Rowing, Paddling, and Cycling. Featuring World Class athletes in all discipline with one common thread - the love of xc skiing.

**C**URRENT PRODUCTS - These ski videos are perfect to spice up club banquets or ski shows or playing in the shop or spinning !

**H**IGH VELOCITY Experience the speed, precision and power-endurance of biathlon and cross-country skiing with a crew of Olympians (VHS 45min and DVD 80min Released Oct 2001)

["Best of The Fest" - Vancouver International Mountain Film Festival](#)

["Finalist" - Banff Mountain Film Festival](#)

**O**N SNOW is a movie about modern Cross-Country Skiing for everyone. Enjoy this fast-paced, funny, frequently candid, and exhilarating ride on snow. (VHS 45min, released 2000)

["Best selling ski video of 2001."](#)

**F**UNDAMENTALS OF XC SKIING TECHNIQUE Covers both classic and skating techniques, for novice to advanced cross-country skiers. Loaded with expert tips. (VHS 45min, released Oct 2001)

["Top Selling Instructional Ski video of 2002"](#)

**T**AO OF SKIING is a multimedia encyclopedia on technique and training for cross-country skiing aficionados. (2nd edition, released 1999, CD-ROM, 3<sup>rd</sup> edition on DVD 2001)  
"Still a big seller"

## TEAM XCZONE UNLIMITED

**W**e outfitted 25 athletes in suits and let them loose in the wild. The idea was to promote a healthy and fit lifestyle through active play and good skiing; share a common passion for outdoor power-endurance and oxygen fed sport; and bring a splash of colour to the realm of winter. [The Suits and warmups are now available to purchase.](#)

Congrats to all the skiers who had a great season: Sheila Kealy, Sara Peters, Wayne Dustin, Sheila MacDonald, John Bennett, Christoph Weber, Lawrence Keet, John Westal, Larry Hegan, Mike Wardlaw, Dan Mallett, David McMahon, Lise Meloche, Natalia Kusiak, Reece Rendall, Greg Christie, Kari Tikka, Luc Bordeleau, Claude Latulippe, Robert Diabro, Glenn Rupertus and Bev Ferreira.

## MASTER'S XC SKI CAMPS

**W**ith several hundred people wishing to attend the camps each year, the demand is nearly exceeding the time and energy available to us. This year each camp will focus on a different aspect of skiing, catering to beginners through to expert. As always the emphasis in the curriculum is placed upon technique rather than conditioning with video analysis and personalized attention.

In addition the camps in the Gatineau Park, Quebec we will be holding an early snow ski skating camp at Raven's Lodge, Mt. Washington B.C. Saturday and Sunday 28-29 December 2002. ([www.mtwashington.bc.ca](http://www.mtwashington.bc.ca))

## GATINEAU PARK TRAIL RUNS

**T**uesday night trail runs in the Gatineau Park have exceeded all expectations with an average turnout of fifty (50) runners. The coordination of these runs is through the group training calendar on the [www.trirudy.com](http://www.trirudy.com) web site.