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Two More Winter Sports Stars Support Lillehammer 2016: Silje Norendal and Mats Zuccarello

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New York Rangers ice hockey player Mats Zuccarello said Olympic competitions are fun and friendly compared to the tough NHL league. Zuccarello became a Lillehammer 2016 Winter Youth Olympic Games Ambassador along with Norwegian snowboard slopestyler Silje Norendal in Oslo on June 16th. The second Winter Youth Olympic Games (YOG) will take place in Lillehammer, Norway, next year between 12 and 21 February.

Three-time X Games champion Norendal and Zuccarello were joined by Super-G Olympic champion Kjetil Jansrud who said the anti-doping work being done as well as other work shops to promote Olympic values at the Youth games are crucial.

1100 athletes aged 15 to 18 from 70 nations will compete in 70 medal events at the 2016 Winter Youth Olympic Games. The seven sports on the Olympic programme will feature a few new additions, including team ski-snowboard cross and monobob. The events will take place in existing venues from the legacy of the Lillehammer 1994 Olympic Winter Games.

The IOC chooses Ambassadors for each edition of the Youth Olympic Games. Sporting legends such as Usain Bolt, Michael Phelps, Yao Ming, Yuna Kim and Yelena Isinbayeva have supported the YOG.

VNR B-Roll SHOT LOG & Transcripts of soundbytes.

Silje Norendal, Mats Zuccarello, Kjetil Jansrud sitting at a table.

Kjetil Jansrud walks to receive YOG shirt.

SOUNDBYTE: Kjetil Jansrud,

"For me it's important to support the Youth Olympic Games not just because it's the youth Olympic game but a lot more because of the work being done off the venues. I think educating young athletes about respect for the sport and respect for other competitors and also the anti-doping work is going to be very important in the years to come. From my point of view when you look at sports, there are younger and younger professionals every year, almost down to people now 12,13,14 years of age are making a lot of money without getting the necessary education of how to actually be a good athlete so the youth Olympic programme is going to help them a lot and its going to be even more important than the competing."

Silje Norendal pulls on YOG Shirt.

SOUNDBYTE: Silje Norendal

What the most important Olympic value for you?

"I think the biggest and most important part is the friendship because they are probably going to end up competing together for the next ten years and especially in my sport it's the community and the friendship we have all together that really makes it exciting."

Silje Norendal competing at Sochi 2014 Olympics. (Video cleared for News broadcasting use – no credit needed)

Wide of room

Mats Zuccarello pulls on YOG Shirt

Q. How does the Olympics compare to the NHL Ice Hockey League?

SOUNDBYTE: Mats Zuccarello – English Language

"I think the Olympics is more fun memories but when you are in a team sport it is all about winning. Its very competitive and more about rivalry and a little tougher you know but that what I like about Olympic everyone is friendly, everyone wants to win but it's a friendly tournament."

Mats Zuccarello coming into a game during the Sochi 2014 Olympics.

SOUNDBYTE: Lindsey Vonn

"Well the Youth Olympic Games are not just about the competition. It's about learning about culture, the experience of being a part of the Olympic Movement and there's a lot to be learned from a lot of different aspects so they should look forward to growing as a human being and enjoying the competition as well."

Lindsey Vonn competing at the Olympic Games Vancouver 2010. (Video cleared for News broadcasting use – no credit needed)

SOUNDBYTE: Lindsey Vonn

"Well I've had many crashes in my career and the last two injuries have been the worst of my career, having two

major surgeries but it's just like anything else, you have to pick yourself back up and keep working hard. You know I think that something that's been a real asset of mine is the ability to put the past behind me and look forward and look to the future, and crashing is a part of ski racing and I accept that I'm willing to take that risk every time in the starting gate but the key is just to pick yourself back up again."

Silje Norendal, Mats Zuccarello, Kjetil Jansrud standing in YOG shirts

Close up Mats Zuccarello.

Mats Zuccarello having his picture taken with Silje Norendal.

Close up Mats Zuccarello

Close up Kjetil Jansrud

SOUNDBYTE: Kjetil Jansrud,

"It's kind of a wintersports hub for the regions it's had the Olympic before and its got beautiful scenery and all the venues close by one of the best venues in the world for winter sports so it's the perfect place to have the Youth Olympics."

Silje Norendal close up.

SOUNDBYTE: Silje Norendal

"Looking at myself I would have loved to have been a part of such a big event when I was younger so I think for some people it's just going to make them reach a higher level even faster because they are going to work so hard to get to the youth Olympics and then they are just going to keep that track."

Silje Norendal close up and pan to YOG Lillehammer 2016 logo.

Pan down of Events board.

Ends –