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Story script

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Story Headline: **Madison Rowlands wins Great Britain's first Lillehammer 2016 gold in Ladies' Skiing Freestyle Halfpipe**

Event: Lillehammer 2016 Winter Youth Olympic Games

Date: 14 February

Place: Oslo, Norway

### **STORY SCRIPT**

Great Britain has won its first Lillehammer 2016 Winter Youth Olympic Games medal after Madison Rowlands claimed gold in the Ladies' Skiing Freestyle Halfpipe.

The 15-year-old recorded a score of 88.60 to finish ahead of the United States of America athlete Paula Cooper (79.00) and Lara Wolf of Austria (74.20).

In 2013, Rowlands became the youngest ever winner of the British Skiing Freestyle Slopestyle title and will hope to emulate close friend Katie Summerhayes who competed in Skiing Freestyle at the 2012 Innsbruck YOG and now represents Team GB at senior level.

In total, 1100 athletes from 71 nations are competing at the Winter Youth Olympic Games (YOG) in Lillehammer Norway for a total of 70 gold medals.

The 2nd Winter YOG is taking place between Friday 12<sup>th</sup> & Sunday 21<sup>st</sup> of February 2016.

#### **Skiing Freestyle explained.**

**Age group:** Ski Halfpipe: **Born between 1 January 1998 and 31 December 2000**

**Quota:** **40**

**Venue:** **Oslo Vinterpark Halfpipe**

#### **Ladies' Skiing Halfpipe**



The Ski Halfpipe competition is a judged sport. Each competitor performs individual runs with several tricks, spins and flips through an inclined snow trough.

The Ski Halfpipe competitions consist of a single phase (i.e. final). The results are calculated on the best of three runs. The competitors will be judged on a combination of amplitude, technical difficulty, creativity and landings.

### **What are the YOG?**

The Youth Olympic Games are essentially about competing, learning and sharing. They are a celebration of sport, youth diversity and the Olympic values of excellence, friendship and respect. They also exemplify the Fundamental Principles of Olympism, blending sport with culture and education. The vision of the Youth Olympic Games is to inspire young people around the world to participate in sport and live by the Olympic values.

### **YOG Key Facts**

- Hosted from 12 to 21 February 2016 in Lillehammer, Hamar, Gjøvik, Øyer and Oslo — demonstrating the use of a fantastic legacy of Olympic venues and the flexibility of the YOG.
  - 71 NOCs and 1,100 athletes aged 15 to 18 will compete in 70 medal events at Lillehammer 2016.
  - Lillehammer 2016 is the second winter edition of the YOG following Innsbruck 2012. The first summer edition took place in Singapore in 2010, followed by Nanjing in 2014.
  - The YOG have been used as an incubator for innovation in sport and education. Lillehammer 2016 will feature Olympic debuts for a number of disciplines, including cross-country cross, snowboard cross, ski slopestyle, biathlon super sprint and monobob.
  - With regard to education, the Coaches' Corner will be a pioneering YOG first in Lillehammer, featuring dedicated workshops and talks by experts and Virtual Reality (VR) technology to explore and explain how new advances in technology can be applied to the science of coaching.
  - The YOG have acted as a springboard to further Olympic glory for many alumni. Some 64 YOG athletes from Innsbruck 2012, for example, went on to compete at the Olympic Winter Games Sochi 2014, winning 6 medals in total. In addition, 200 YOG alumni from Singapore 2010 competed at London 2012, of whom 25 medalled.
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