

## **Courchevel Méribel 2023 : Official mascot and official shops unveiled**

- Toya, the official mascot unveiled
- Official boutiques and e-shop open
- D-411: Longines countdown launched



*Toya, the mascot of the 2023 World Ski Championships © Agence Zoom*

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On the sidelines of the Women's Alpine Ski World Cup, which is being held in Courchevel on 21 and 22 December 2021, the Courchevel Méribel 2023 Alpine World Ski Championships Organising Committee has unveiled a number of new features, with the aim of offering future spectators an unprecedented experience.

## **Toya, the official mascot of the World Championships**

To embody the event, Courchevel Méribel 2023 today presented "Toya", a chamois, an emblematic mountain animal whose name means "victory" in Savoyard dialect, and which represents excellence, elegance, sportsmanship, commitment... all values that characterise the two resorts of Courchevel and Méribel as well as these 2023 World Championships that they are organising jointly.

With its athletic figure inspired by the athletes and its friendly face, Toya will want to attract as many people as possible and thus make the event known to the general public.

From the Christmas holidays onwards, it will be visiting the snow fronts and slopes of Méribel and Courchevel, and then the Alpine resorts and towns to meet the public and promote the 2023 World Championships.

On 24 December, the meeting point is given on the slopes of Méribel for a great "mascot hunt", to finish in Courchevel during the traditional torchlight descent.

Until the World Championships, the mascot will play an essential role in promoting the event and will be at the heart of the entertainment programme in February 2023.

Yesterday, on Monday 20 December, the Organising Committee revealed a very offbeat video to present the mascot on social networks and to introduce it through an official race.

The video, shot in mid-December in Courchevel, features a ski race between several well-known mascots from various disciplines: Toya and Kaspas in downhill skiing, the "Minion®" in cross-country skiing, "Mario Kart®" in sledging, Piou Piou in snowploughing, a wolf in downhill snowboarding, Yeti in freestyle skiing and even a cockerel, in a nod to the Rugby World Cup, which will also take place in 2023 in France.

The intention of this video is to promote the different communities around sport and to bring them together around Toya and the 2023 World Championships.

The video can be seen here :

<https://www.courchevelmeribel2023.com/en/discover-the-official-mascot/>

## **Opening of the official shops in Courchevel, Méribel and the online shop**

Courchevel Méribel 2023 inaugurated on Monday 20 December its official shops in the resorts.

Located in Courchevel 1850, on the Croisette snow front, and in Méribel, at the Chaudanne, at the foot of the Roc de Fer slope, they offer, from 8 euros, a first "supporter" collection with essential products (bags, water bottles, hats, mugs, key rings)

The key item in the collection is a "made in France" T-shirt in 100% organic cotton with a graphic representing the Roc de Fer and Eclipse tracks.

New products will complete the collection in the coming weeks, including accessories for children who will be able to wear the colours of the event's mascot, "Toya". Locally sourced products or products created in collaboration with other brands will also be available in the near future.

All products can be found on : <https://boutique.courchevelmeribel2023.com/fr/>



## Inauguration of the Longines countdown on 20 December

In 411 days, the Courchevel Méribel 2023 Alpine World Ski Championships will open. To celebrate this moment and to involve as many people as possible in it, the Organising Committee has installed two Longines countdowns, into the facades of the official boutiques of the 2023 World Championships in Courchevel and Méribel. These two countdowns were inaugurated on Monday 20th December by Perrine Pelen, General Manager, and Marie Marchand-Arvier, Head of Communications, both world medalists, in the presence of Jean-Yves Pachod, Mayor of Courchevel. *"The installation of these two countdowns brings us a little closer to the event, explains Perrine Pelen. With just over a year to go before the opening of the 2023 World Championships, we have a unique opportunity to measure the progress that remains to be made and to do it all together. We are proud to have reached our goal."*



*From left to right: Bernard Front, President of the Courchevel Méribel 2023 Organising Committee, Marie Marchand-Arvier, Perrine Pelen and Jean-Yves Pachod, Mayor of Courchevel unveil the Longines countdown clock located in Courchevel 1850 © Agence Zoom*

Follow Courchevel Méribel 2023 on social networks to discover the backstage of the event and be part of this adventure : @courchevelmeribel2023  
<https://linktr.ee/courchevelmeribel2023>

### Press contacts :

AOP | Agence Olivia Payerne for Courchevel Méribel 2023 : [contact@agence-op.fr](mailto:contact@agence-op.fr) // +33 1 87 44 39 11

Marie Marchand-Arvier, communication manager : [presse@courchevelmeribel2023.com](mailto:presse@courchevelmeribel2023.com)