

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK
Herausgeber: Federation of Swiss Societies in the United Kingdom
Band: - (1974)
Heft: 1695

Artikel: Armchair ski-ing
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-688633>

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ARMCHAIR SKI-ING

A television series on ski-ing is currently being shown on ITV every Sunday morning at 11 a.m. "Ski-ing with Gina" began on 15th September and will last for thirteen weeks. A reception at the Swiss National Tourist Office in early September marked the opening of this original series, which may have inspired a long report on ski-ing in the *Sunday Times* Colour Supplement, 12th October.

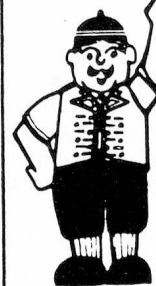
The thirteen half-hour programmes shot entirely on location in Switzerland were produced by Yorkshire Television for the ITV network, and amount to a particularly ambitious production. Besides instruction for all grades of ski-ing, the series also covers basic information on ski wear and equipment and introduces the short ski technique as well as the latest trend — Langlauf — all amid the sun and snow of some of Switzerland's most beautiful holiday areas.

In association with the programme, a book produced by Stanley Paul, and a wallchart by Pace Posters are on sale at all leading bookshops. The book is priced at £2.75 (hardback) and £1.50 (paperback). The illustrated wallchart is 90p (packed).

Lillywhites have been staging an exhibition in their stores in London since 9th October, at Edinburgh since 19th October and at Leeds from 29th October. A Swiss Ski School teacher from Crans-Montana will be giving expert advice at these exhibitions and Gina Hathorn will be making personal appearances. The books and wallcharts are also on sale at the stores. A competition entry form is supplied with the sale of every book and wallchart as well as to visitors to the Lillywhite stand. The winner will receive a fabulous week's holiday for two at Crans-Montana (Valais) including flights by Swissair from London or Manchester.

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