



**Mike Wiegele
Helicopter Skiing**



**MIKE WIEGELE HELICOPTER SKIING TO COMMEMORATE 50TH ANNIVERSARY
WITH THE RETURN OF POWDER 8 WORLD CHAMPIONSHIPS EVENT
MARCH 31 – APRIL 3, 2020**

U.S. National Qualifying Events Open to Public & Hosted By Powderbird in Utah, U.S.

Blue River, B.C., Canada, Dec. 5, 2019 – As part of Mike Wiegele Helicopter Skiing (MWHS) 50th season celebration, MWHS today announced the return of its legendary Powder 8 World Championships event. Launched in 1980, the annual MWHS Powder 8 World Championships was – for two decades – widely heralded as the pinnacle showcase event for synchronized powder skiing, where teams of two compete head-to-head in creating perfect ‘8s’ in deep powder snow. The event is also credited with popularizing the burgeoning freeskiing movement of the ‘80s and ‘90s that now permeates ski culture and the experience of mountain resorts everywhere.

“When I landed in the mountains of Canada in 1959, I had no idea the impact we would have on the sport of skiing. I was just in search of the world’s best powder,” said Wiegele, who recently celebrated his 81st birthday and still leads MWHS. “However, since starting this company in 1970, we have shared the magic of powder skiing with many thousands of guests, developed the first powder ski at our lodge in Blue River and ignited a global passion for powder skiing. For this we are both incredibly grateful and extremely proud.”

Powderbird – a heli-ski company based in Utah’s Wasatch mountains adjacent to Snowbird – will host the U.S. qualifying events for the MWHS World Powder 8 Championships. Two teams from the Powderbird U.S. Powder 8 Nationals event will compete in the MWHS event, building on a longstanding training partnership between both organizations.

“We’ve worked with Mike Wiegele guides and staff for more than 20 years, sharing knowledge and best practices,” said Kevin O’Rourke, Powderbird’s Vice President of Operations. “Naming the U.S. contingent for Mike Wiegele’s legacy Powder 8 championships while celebrating 50 years of heli-skiing excellence with his team is a sincere honor.”

Dates for the U.S. Powder 8 Nationals, hosted by Powderbird, will be February 5-7, 2020, with a qualifying event open to the public with pre-registration required from January 22-24, 2020. The official MWHS Powder 8 World Championships will be held March 31 – April 3, 2020, in beautiful Blue River, B.C. The championship event will welcome teams from Switzerland, Germany, Austria, Canada, and the U.S.

As part of celebrating its 50th season, MWHS is also releasing a documentary, [Call Me Crazy](#), on December 9, 2019, as well as being featured in this season’s Warren Miller Entertainment film, [Timeless](#), now screening throughout North America.



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“I established Powder 8 World Championship because I wanted to motivate and sponsor the sport of powder skiing. To ski more and ski better,” says Wiegele. “We are excited to once again host the world’s best powder 8 skiers in the world’s best snow.” For more Powder 8 World Championships event and U.S. qualifying information, follow these links:

MWHS: [Powder 8 World Championships](#)

Powderbird: [U.S. Powder 8 Nationals](#)

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About Mike Wiegele Helicopter Skiing (MWHS): Established in 1970, MWHS is a family owned heli-ski operation – located in the heart of the magnificent Cariboo, Monashee and Rocky Mountains ranges. This unique area of British Columbia is renowned as one of the world’s most productive regions for high quality, reliable powder snow. The MWHS 1.5-million-acre (600,000 ha.) ski terrain offers world class skiing and boarding and hosts a variety of summer activities. The MWHS resort consists of 22 handcrafted log chalets, 20,000 sq. foot main Lodge, full-service Sport Shop, Guides Haus, and the Albreda Lodge. The winter season runs from December 1, 2019, until April 11, 2020. <https://www.wiegele.com/>

About Powderbird: Founded in 1973 as one of the world’s first helicopter ski operators, Powderbird has grown into a premier year-round international guide service. Today, the Powderbird professional guide team is dedicated to providing clients with the pinnacle experiences in guided helicopter skiing and mountain adventures. Powderbird is part of the POWDR adventure lifestyle portfolio. <http://www.powderbird.com/>.