



What is the NOW! radio Cardboard Cup?

The NOW! Cardboard Cup is our annual winter event where we celebrate the winter pastime of sledding at an Edmonton Ski Hill... but with a twist! Instead of using crazy carpets, GT racers and toboggans, the NOW! family creates their own sleds using approved materials and uses their own homemade masterpieces to compete in our racing heats!

When is the event?

The 2023 NOW! radio Cardboard Cup will be held on Saturday, March 18, 2023.

Please note: The 102.3 NOW! radio Cardboard Cup is a weather dependent event. If the weather becomes too cold and shuts down the safe functioning of the Edmonton Ski Club, we will cancel. Alternatively, if the weather becomes too warm and the Edmonton Ski Club melts to a point where sledding would be unsafe and destructive to the hill, we will cancel. Stay tuned to this page, our social channels and the 102.3 NOW! radio hosts for any cancellation information closer to the event date.

Where is the event?

The 2023 NOW! radio Cardboard Cup will be held at the Edmonton Ski Club – Edmonton’s iconic river valley ski & snowboard destination since 1911!
9612 96 Avenue NW, Edmonton, AB, T6C 2B3

What time does the event run?

Check-in for the 2023 event will open at 10:30am with the first race starting at 12:00pm. The event will be wrapped up by 2:00pm after all the races and awards ceremonies are complete.

Does the event cost me anything to attend?

No, this event is FREE to attend! However, if you would like to purchase concessions or beverages in the Apres-Ski Lodge, bring credit/debit or cash.

What do I need to do to participate in the racing?

Two things! Register online & build a cardboard “sled” creation!

Please note: All participants in the 2023 NOW! Cardboard Cup must complete and submit a waiver form. Anyone under the age of 18 must have their legal guardian with them during the entirety of the event.

CARDBOARD CUP



EVENT FAQs

Is there an age restriction for racers?

Yes. **Children 5 & under cannot participate in this event.** Below are the age groups of the racing heats:

- Children 6 – 9
- Children 10 – 12
- Adolescents 13 – 17
- Adults 18+

Can my friends and family come out to watch?

Absolutely, the more the merrier! Just make sure to abide by our rules and dress for the weather!

What is the day's schedule?

- 10:30 am – Check-in begins
- 12:00pm – Cardboard Cup Kicks Off! Kids race first.
- 1:30/2:00pm – Awards Ceremony. That's a wrap!

Will the 102.3 NOW! Hosts be on site?

You betcha, and they are more than happy to take photos and chit chat in between their roles as hosts, judges and emcees of this event!

What can my "sled" creation be made of?

Building materials are restricted to cardboard, tape, string, and glue. Paint and other decorative materials are allowed. No electronics or batteries are allowed.

Are there any other "sled" creation rules?

Sled width and height restriction – 7 feet. No weight or length restrictions. One sled entry per individuals – individuals cannot ride on more than 1 sled.

Can I sled down the run more than once?

No. Each rider is only allowed 1 run down the hill.

Can more than 1 person ride a sled at once?

No. One rider per sled. Safety first!

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EVENT FAQs

Are there prizes?

Yes! There are monetary prizes for the top 3 placeholders in each age category, PLUS the 102.3 NOW! hosts will also be awarding cash to folks for things like “best sled creation,” “wipeout of the day” etc.

Do I need to wear a helmet?

YES! A proper fitting ski, snowboard or hockey helmet is required for this event. If you do not have a helmet you may rent one from the Edmonton Ski Club lodge. **Bike helmets will not be permitted.**

What else should I plan to wear to the event?

Full ski attire is strongly encouraged. This means hats, mitts, neck warmers, snow pants, boots, proper winter jackets, etc. Layers are important. Waterproof is important. Spare change of clothes (in case) is important.

Where do I drop off my “sled” on the morning of the event?

Details to come. Stay tuned!

Where do I park my vehicle?

We're located in the heart of the River Valley at 9613-96 Avenue NW, right behind the Muttart Conservatory. Parking is available next to the interim day lodge. Please be respectful of all of our guests and try to park as neatly as possible so we can all fit.

Will there be alcohol at the event?

The Edmonton Ski Lodge has a licensed food and beverage area inside where you are welcome to enjoy a brewski or two. You will need your I.D and cash/credit/debit. **Please drink responsibly. Do NOT drink and drive.**

What about other food and drink?

The Edmonton Ski Club lodge also has a concession service area that you are welcome to enjoy. You will need cash/credit/debit.

Will my photo or a video of me be taken at this event?

It is very likely that a photo/video of you will be captured at this event. In signing the participant waiver, you agree to our using your image on our media platforms. However, at any time if you see something problematic on our sites please email us at controlroom@1023nowradio.com

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A piece of cardboard with the words "EVENT FAQs" written on it in black, bold, sans-serif capital letters. The cardboard is torn at the edges and has a small piece of grey tape on the top edge. It is positioned to the right of the main title.

Can I share my experience on Social Media?

We would love it if you did! Tag 102.3 NOW! radio on Facebook, Twitter and Instagram **@1023nowradio** AND be sure to also tag our friends **@edmontonskiclub** too!

Where can I learn more about 102.3 NOW! radio? Edmonton Ski Club?

On their websites! www.1023nowradio.com and www.edmontonskiclub.com

Where do I enquire regarding lost and found items?

Please call the 102.3 NOW! radio studio at **780-433-7877** on Monday, March 20th to inquire about any lost or stolen items on the hill. If we did not pick up your item in our end of event clean up you may also try Edmonton Ski Club at guestservices@edmontonskiclub.com

Still have questions? Reach out!

You can contact our Promotions Director, Sarah at sarah.olivieri@pattisonmedia.com