



La Molina **75** years *of loving you*

1943 - 2018

Did you know that molina means “Water-powered sawmill”?

Or that the name La Molina refers to two saws that used to be next to the town of Alp in Cerdanya?

Or that its origins date back to the early XIX century?

Or that La Molina is one of the best places in the country for snow and skiing?

This year, La Molina is celebrating **75 years** since the first ski lift in Spain was opened and we are inviting you to share this moment with us.

La Molina brings back so many memories for snow lovers, like the first time we put our skis on or the first time we put them on our kids.

We'd like to take this occasion to invite you to visit the La Molina 75th anniversary exhibition and a series of events that will take place in Barcelona and at the ski resort, until 17 March 2018.

La Molina: 75 years of loving you.



CALENDAR OF EVENTS 2018

In Barcelona

FROM JANUARY TO MARCH 2018

- **30 January to 4 March.** “La Molina: 75 years of loving you” Exhibition and drawing workshop with Moli and Lina
- **Until 15 February.** Take part in the megaphoto
- **21 February.** Presentation of the book La Molina 75 years of loving you
- **Until 28 February.** Photo booth sessions.

In La Molina

JANUARY 2018

- **1 January.** 68th children’s ski descent
- **5 January.** 75th anniversary Night of the Three Wise Men celebration
- **21 January.** The biggest ever ski lesson by Decathlon

FEBRUARY 2018

- **17 February.** Retro night and the Night of the 75 torches
- **28 February.** Children’s Day – School Board

MARCH 2018

- **2 and 3 March.** Estima Fest (Love Party). The 75th anniversary party
- **17 March.** Club and Season Pass Day

PROGRAMME

In Barcelona

FROM JANUARY TO MARCH

TAKE PART IN THE MEGAPHOTO Until 15 February

Do you have any memories of La Molina? A photo of you on tracks you want to share? Take part in the megaphoto contest. Choose an image, upload it to the system and create with us the 75 most unforgettable for the exhibition “La Molina: 75 years of loving you”, which will take place in Espai Provença. All the photos participating in the 75’s mosaic will be part of the raffle of 20 day passes in La Molina. Come to see you in the exhibition!

PHOTO BOOTH SESSIONS Until 28 February

Espai Provença, on a permanent basis, and some stations in the FGC’s Vallès and Llobregat lines will host the photo booth sessions, the fun photocall has the form of the first Tosa de Alp cable car of the year 1955. Come with your friends or family, take a picture and upload it to the networks labeled #lamolinatestima. You can win a weekend in La Molina for four people! Because #lamolinatestima

“LA MOLINA: 75 YEARS OF LOVING YOU” EXHIBITION

From 30 January 30 to 4 March

On Tuesday, January 30, at 11:30 a.m. the exhibition “La Molina: 75 years of loving you” will take place at the Espai Provença hall (Provença FGC station). This is to celebrate 75 years of the ski resort. The exhibition can be visited free of charge until 4 March. The exhibition can be visited free of charge until 4 March.

PRESENTATION OF THE BOOK 75 YEARS OF LA MOLINA 21 February

On 21 February there will be a presentation of the commemoration video and book, 75 years of La Molina. The book, written by the historian Joan Carles Salmeron and the graphic designer Oriol Molas, tells the story of the resort, its influence on the surrounding area and how it became one of the country’s best loved ski resorts. Get yourself a copy!

In La Molina

JANUARY 2018

CHILDREN'S DESCENT

1 January

Moli and Lina will fire the starting pistol for the children's descent and then the official race will begin. Participants will each receive a specially designed 75th anniversary number label.

The day will include entertainers, chocolate and prize giving with a commemorative prize awarded for the family that has been coming for the most years. Inscriptions online.

75th ANNIVERSARY NIGHT OF THE THREE WISE MEN

5 January

The best Three Wise Men celebrations will undoubtedly be at **La Molina**. This is thanks to the afternoon of activities, games and juggling that will be part of the 75th anniversary and that will take place from 5pm onwards on the Long Run. Then at 5:45 the Three Wise Men will bring chocolate and cake. A little bit later, at 6:30, will be the most anticipated ski descent of the year: the descent of the Three Wise Men.

The Three Wise Men will descend the Long Run, accompanied by a line of torches. Their arrival at the foot of the Long Slope is scheduled for 7pm. This is when gifts will be distributed to the waiting children. The different acts and celebrations to commemorate the 75th anniversary of **La Molina** will also take place. Enjoy the most magical night of the 75th anniversary!

SKI LESSON BY DECATHLON

21 January

Learning to ski has never been so easy! To celebrate World Snow Day and the 75th anniversary of the ski resort's first ski lift, on Sunday 21 January we will celebrate the biggest ever mass ski lesson.

The 2-hour ski packages are aimed at those who do not know how to ski. There will be 10 groups of 10 beginners at two different times: from 10:00h to 12:00, and from 12:00 to 14:00. The Meeting point will be in front of **La Molina**'s main office. A similar package will also be available for beginner skiers with reduced mobility. We look forward to welcoming you!

FEBRUARY 2018

RETRO DAY AND THE NIGHT OF THE 75 TORCHES

17 February

If you like the retro look and music then come and join us on Saturday 17 February for one of the most special events in **La Molina**'s 75th anniversary celebrations.

In tribute to the pioneering skiers who organised long journeys to go skiing 75 years ago, the resort will host Retro Day and the Night of the 75 torches.

Retro Day will be a day dedicated to 40's skiing. Dress up as an authentic skier from the time and, if you want more, sign up for the Retro Race. A ski and snowboard race with a retro look, inspired by the ski races from back in the day which will bring back stopwatches and sticks.

The day will end in an après-ski party that will take place in the legendary Tirol bar, located on the Long Run. Here is also where the Night of the 75 Torches will begin, the spectacular torch descent that will end in a retro party at Hotel Adserà's disco in **La Molina**. Don't miss out!

MARCH 2018

ESTIMA FEST (LOVE PARTY), THE 75th ANNIVERSARY PARTY

2 and 3 of March

On 2 and 3 March, **La Molina** will host Estima Fest (Love Party), the 75th anniversary party, which will combine (amongst other things) the Snowboarding Cross-country FIS Cup and the special 75th Anniversary dinners at the Niu de l'Àliga Shelter and the Costa Rasa Bar-Restaurant, which will be livened up with music. The day will end with a night ski in the light of the full moon.

The party will continue on Saturday 3, with the World Cup finals and the prize giving for the Els Alabaus section. The finale will be at 5:30pm in the **La Molina** ski lift car park, with musical performances including a concert by Els Amics de les Arts.

CLUB AND SEASON PASS DAY

17 March

The final act of the **La Molina** 75th anniversary will take place on Saturday 17 March. It will be a day dedicated to ski clubs, skiers and snowboarders with season passes. Planned activities include races, the **La Molina** 75th anniversary lunch, prize giving and a raffle. The afternoon will come to a close at the Alp Conference Hall with a performance by the comedy monologue performer Javi Sancho from ComedyZoo.



Follow us at

#lamolinatestima

www.lamolina.cat