

## **Mike Douglas – Iconic Snowsport Athlete; Freestyle / Freeski**

Mike Douglas is a renowned figure in the world of skiing, celebrated for his 36-year professional career marked by leadership, and a deep commitment to the sport. Known for his integrity and recognized as an innovator, Douglas has consistently given back to skiing since his early days.

His roots are in Freestyle Skiing as a Moguls athlete. As a member of the National Freestyle Ski Team, he became Athlete Representative and later a national coach and athlete mentor. Douglas has coached numerous world-class skiers, including Olympic gold medalists Tae Satoya, Dale Begg-Smith, and Jennifer Heil.

He continued to impact the sport by influencing progression in many areas. Douglas is credited with inventing the modern twin tip ski, the Salomon 1080, in 1998, a breakthrough that revolutionized both freeskiing and the ski industry in general, earning him the nickname “Godfather of Freeskiing”. As a Freeski athlete he won the K2 Back 9 event 2006. He has also been recognized as Powder magazine’s ‘Male Skier of the Year’ and named one of their ‘48 Greatest Skiers of Our Time.’

Douglas has made significant contributions in his multifaceted career including co-owner of Momentum Ski Camps in Whistler, an X Games commentator, and a prolific ski film and TV personality. He is credited with more than 40 film appearances and 50 magazine covers. He created Salomon Freeski TV and has earned over 30 film festival awards as a producer and director, including entries to the Banff and Whistler Film Festivals.

Douglas’s dedication to the skiing community is evident through his advocacy and organizational roles. He co-founded Protect Our Winters (POW) Canada and serves on the boards of POW Canada and the Whistler Blackcomb Foundation, focusing on environmental advocacy and community support.

In 2024, he became Director of Skiing for the Natural Selection Tour, overseeing the production of a ground-breaking backcountry freeskiing event in Alaska.

Overall, Mike Douglas’s legacy is defined by his pioneering spirit, athletic achievements, and unwavering commitment to advancing and protecting the sport of skiing for future generations.