

Warren Miller Modern Media Award

“Magic in the Mountains”

Coolfire Productions, Palisades Tahoe,
and the SNOW Sports Museum



This Northern California documentary of another Tahoe-centric film, "Magic in the Mountains," tells the remarkable underdog story of how Squaw Valley, a little-known ski area in the Sierra Nevada, won the bid for the 1960 Winter Olympic Games and, with the help of Walt Disney, changed forever the ways in which the Winter Olympic Games were presented.

The documentary features never-before-seen archival footage from the 1960 Olympic Games and revealing in-

terviews with participating athletes and attendees.

The 1960 edition of the Olympics introduced a substantial array of 'firsts,' including such innovations as live broadcast, instant replay, sponsorships, and an official Olympic Village for the athletes.

Walt Disney's involvement in producing the Games at Squaw Valley featured an unprecedented, but soon to become standard, level of pageantry for the opening and closing ceremonies.