

Second Annual Canadian Cheese Rolling Festival FAQ

Everything you need to know about Cheese Rolling

Almost every May for the past 200 years (at least!), men and women gather by the hundreds to take part in the wackiest of traditions in the United Kingdom – cheese rolling! For the second year, Canadians will have a chance to *live the legend* and chase a wheel of cheese down a slope at British Columbia's famed Whistler resort.

What is cheese rolling?

Cheese rolling is exactly what it sounds like! A large wheel of cheese is rolled down a hill and contestants chase it down until someone catches it. The first contestant to make it down the hill wins.

When is the Second Annual Canadian Cheese Rolling Festival?

The Second Annual Cheese Rolling Festival opens at 12:00 noon on Saturday, August 15th, 2009. The first race will start at 1:00 p.m., but before the races begin, adults and children alike can enjoy additional fun activities such as an obstacle course, cheese Twister, face painting, a potato bag race, a bean bag toss, sample many fantastic Canadian cheeses at a farmer's market and take part in cheese seminars.

Where is the competition being held?

The Second Annual Canadian Cheese Rolling Festival will take place in Whistler, BC. The race course will be set up in Whistler's Upper Village on Blackcomb Mountain.

Who can participate?

Anyone over 19 years of age can participate. Contestants can pre-register online at www.canadiancheeserolling.ca as of July 13th or in person on August 15th. The downhill event will have five men's and three women's heats. The winner from each heat will compete in the finals. For the kids, there will be uphill races that will be a little easier.

What will they win?

There will be a male winner and a female winner, and each will take home a magnificent 11-pound wheel of delicious Cracked Pepper Verdelait cheese made by Natural Pastures located in Courtenay on Vancouver Island, as well as a Whistler winter season pass.

Can I just watch?

Of course! In addition to watching the races, families and spectators can join in other fun cheese-themed activities, sample some of Canada's best cheeses, shop at a farmer's market and participate in cheese seminars.

Why would anyone want to chase cheese down a hill?

For the bragging rights and for the love of Canadian cheese! This is one event you're never going to forget. And imagine the thrill of victory if you win!

Why is this event being held in Canada?

This event is so popular in the UK that Dairy Farmers of Canada want Canadians to enjoy the zany kookiness of Cheese Rolling here at home.