

## **Why he skied Everest?**

When I was going through some English and American sport magazines I came by an article about our climber and extreme skier Davo Krničar. I first thought that it is all about his really great achievement, but I soon realized that the technical details of the happening are not important in it. I was so used of reading of him everywhere I have looked – in every magazine, newspaper, in every TV show – everywhere. I always thought that the World really knows who he is. It was amazing that the article was about Davor's presentation of his high goals and also his country. In many interviews for agencies from all over the World that he had, our county Slovenia was mentioned so many times and we all think he has made a great presentation. The reporter in his article that I was reading finds that hard to believe. Our media were undoubtedly very interested in Davor's exploit and we have been listening about it for two months before and three months after the day D. Author finds out, that media in other countries were no so interested in it as we were. Not even close. Some worldwide known newspapers just mentioned the achievement, but TV stations usually couldn't find any spare time for it. So the ordinary people didn't find out for Slovenia that still stays somewhere in middle Asia or in southern Africa. Only sport situated magazines and programs gave it some more time. But between sport fans especially ones that prefer climbing and extreme skiing our country for years now isn't unknown any more. The latest achievement that put Slovenia in spotlight was incredible climbing of Humar two years ago. They haven't found out anything new. Internet was strong point of Davor's campaign but they just couldn't realize that without really strong advertising a man cannot find information on the Net, which is like huge pile of uncountable information. If we put one and one together, we realize that the skiing had no bigger effect in presenting our county worldwide. The author claims, that projects like this one are usually more useful for lifting nation's morality. People can, although just for a moment, believe that they can do everything that they imagine and achieve any goals that they set. Maybe in the next moment we really fall back to the ground but I believe that something in our conches changes forever. After all, even I finished my speech.