

## **How did Kronplatz come by its rooster?**

Who doesn't know the Kronplatz logo: the rooster!

But how does a ski resort like Kronplatz become associated with a rooster? Here is the story: In 1975, an advertising agency was commissioned to design a logo for the Kronplatz. After reviewing the proposals received, they were left with a sparrow and a rooster. Today, no-one can exactly remember why.

As neither of the two feathered friends could be agreed upon, the agony of choice was finally entrusted to second year pupils from a primary school in Bruneck. In a drawing competition, the majority of the children chose the rooster.

One thing is certain: the three lower wattles stand for the three lower cable car stations Reischach, St. Vigil and Olang. The upper three wattles, i.e., the rooster's crown, refer to the invulnerable princess Dolasilla, who, according to legend, was crowned a warrior on Kronplatz. Hence also its name: Kronplatz (Krone meaning crown in German) - coronation place.

In the meantime, the rooster, which the locals affectionately call "Giggo", has long since come to represent only one of the most attractive skiing mountains in Europe, but also the diversity of the tourist offer of the entire holiday region. The Kronplatz logo has become one of the best-known brands in South Tyrol.