



Athletes' Award for Excellence in Social Media 2025 – Shortlist

Winner: Edgars Mise (LAT)

Jury for the Award:

René Denfeld, IBU Head Of Digital

Katerina Outla, IBU Content Creator

Jenni Ahonen, IBU Content Creator

Lorenzo Giovacchini, IBU Digital Marketing Manager

Boris Stanish (AUS) - Project 509

With his campaign "[Project 509](#)", Boris Stanish is documenting his road to the Olympic Winter Games Milano Cortina 2026 - on a daily basis, the Australian is uploading content around his training or competition days on Instagram as well as TikTok.



"Centered around the theme "The Mission is Simple," it follows the raw, unfiltered story of an underdog biathlete from Australia—one of the sport's most unlikely nations. The campaign shares authentic, day-in-the-life moments that highlight the grind, setbacks, and small wins behind Olympic preparation, aiming to inspire athletes worldwide and grow interest in biathlon through consistency and honesty. "

Anna Gandler - [Lactate Test On The Treadmill](#)

Anna Gandler has submitted her up close and personal behind the scenes video of her lactate test on the treadmill ahead of the 2024-2025 Biathlon Season, should the hard work that goes into the preparation for the Biathlon Season.



“ In the video, you can see me during the final seconds of a lactate treadmill test, giving it everything I’ve got. I intentionally didn’t add any background music because I wanted to show people the raw reality of what we athletes go through — not just in winter training, but also during these kinds of tests.”

Edgars Mise (LAT) - [How a Norwegian is Born](#)



"In February 2025, I created a humorous short video titled "How Norwegian Athletes Are Born", blending biathlon culture with playful stereotypes. The clip went viral, reaching 2.3 million views across Instagram and TikTok, sparking comments and shares from fans and athletes worldwide. Its simple, replicable concept encouraged others to create their own versions, generating organic engagement beyond my own audience.

The post not only entertained but also raised awareness of biathlon in a fresh, accessible way, aligning with IBU's Target 26 goals of growing the sport's visibility and connecting with younger audiences through creative, relatable digital storytelling."