

Greg Lewis: A Preeminent Voice of Skiing

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A preeminent voice of skiing competitions, Greg Lewis made his mark in a career spanning half a century. Lewis became a prominent figure in skiing, known for his exceptional work as a broadcaster, producer, and humanitarian. Renowned for his time working under Hall of Famer Bob Beattie's Worldwide Ski Corporation as Head of Communications, Lewis quickly became the voice of World Pro Skiing. He passionately covered Olympic sports and other international events on four continents for NBC, CBS, ESPN, HBO, Turner, and GGP for nearly 30 years. Although he never competed in the Olympics, his association with the Games and skiing would shape his career for decades.

After serving in the U.S. Marine Corps and graduating from Middlebury College in 1969, Lewis returned to Aspen to pursue a career in skiing. He began as a ski instructor at the Aspen Ski School, then joined the Aspen Mountain Ski Patrol. His big break came in 1972 when he was hired by Bob Beattie as head of communications for World Pro Skiing. In this role, Lewis introduced a unique play-by-play announcing style and became a key figure in the burgeoning world of professional ski racing.

In 1977, Lewis' career took a major turn when NBC Sports asked him to commentate on a pro ski race for their new SportsWorld series. This led to a long career as a sports broadcaster, where he became a fixture at winter and summer sports events. Over the next 30 years, Lewis worked with NBC, CBS, ESPN, HBO, Turner, and other networks, covering seven Olympic Games, World Cup ski races, and numerous international sporting events.

Lewis' broadcasting expertise spanned a wide range of skiing disciplines. He provided commentary for alpine skiing, freestyle skiing, ski jumping, cross-country racing, and speed skiing at major events like the Winter Olympics and World Cup races across the world. His work included hosting freestyle skiing's Olympic debut and the speed skiing demonstration event at the Albertville Olympics, as well as covering the men's and women's alpine competitions in Nagano – all for CBS. Lewis also became the voice of World Cup alpine and freestyle events for nearly two decades, covering races in places like St. Moritz, Lake Louise, and Argentina.

He was also a producer and writer for Olympic series such as "Road to Sarajevo," a 13-part series previewing the 1984 Winter Games. His contributions to broadcasting were recognized with two Emmy Awards in the 1980s—one for writing and another for a special production of the Arlberg Kandahar downhill event. In addition to his commentary, Lewis wrote feature profiles for *SKIING* magazine, covering legends like Billy Johnson and Phil Mahre.

Lewis' influence extended beyond the microphone. In the 1980s, he created and managed the AT&T Skiing Award, an honor presented annually to individuals who had made significant contributions to the sport of skiing. Notable recipients included icons like Hall of Famer Stein

Eriksen, Franz Klammer, and Nancy Greene. For over 20 years, Lewis produced and hosted the gala ceremony, demonstrating his skill as a ski sports storyteller.

Lewis' career also included important humanitarian efforts. In the early 1990s, during the Bosnian War, he teamed up with Olympic silver medalist Christin Cooper to form Spirit of HOPE, a global organization that used the influence of Olympic athletes to promote peace and well-being in conflict zones. The organization's efforts to deliver sports equipment to children in Sarajevo earned Lewis and Cooper recognition as "Hometown Heroes" by *Sports Illustrated*.

Beyond his broadcasting work, Lewis continued to engage with the skiing community. He served as a master of ceremonies for events like the U.S. Ski Team's Ski Balls and the Jimmy Heuga Foundation galas. In 2015, the International Skiing History Association (ISHA) honored Lewis with a Lifetime Achievement Award for his decades of contributions to skiing.

Lewis' legacy in the world of skiing was far-reaching. His career as a commentator, producer, and writer helped shape how the sport is broadcast and understood worldwide. He not only chronicled the rise of American skiing legends like Phil Mahre and Tamara McKinney, but he also brought skiing to a wider audience, creating memorable moments for fans across the globe. His dedication to the sport, his influence on broadcasting, and his humanitarian efforts have left a lasting impact that will be felt for generations. His remarkable career, spanning from the ski slopes to the broadcasting booth, is a testament to his passion for skiing and his enduring commitment to making the world a better place through sport.