

INTERNATIONAL SKI FEDERATION

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FOR MORE INFORMATION

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FOR IMMEDIATE RELEASE

FIS MEDIA INFO**2015 World Snow Day Bigger and Better with Record Numbers**

The fourth edition of the FIS World Snow Day was the biggest and most successful yet with 645 events in 45 countries and an estimated 600'000 participants.

Events were staged in every corner of the world on all five continents. From an event in Peru, which featured snow sports on sand dunes, to the Apen Bakke in Norway that included 103 resorts across with free lift passes for the traditional Nordic nation. In addition, Canada and USA joined the fun, the Canadians holding free lessons, free lifts passes and on snow entertainment in various resorts. In Asia, one of the most popular events was staged in China with a 15 events throughout the country. South of the equator, South Africa and Argentina all staged events.

The aim of the annual World Snow Day is to get as many children and families as possible outside to explore, enjoy and experience snow sports. In its first year, World Snow Day had 225'000 people participate and is expected to more than double this year. World Snow Day is part of the FIS Bring Children to the Snow programme, which has the aim to increase participation in snow sports among the next generation.

"The increase in our World Snow Day participation is an encouraging sign for winter sports," said FIS President Gian Franco Kasper. "It shows not only is there an interest in nations to stage events to bring children closer to winter sports, but also there is interest among the next generation to actively participate in snow sports."

World Snow Day is traditionally held the third weekend of January. This year, it coincided with one of the busiest and highest-profile weekends on the FIS calendar as it was during the FIS Freestyle and Snowboard World Championships in Kreischberg (AUT), the season highlight for Nordic Combined, the TRIPLE in Seefeld (AUT), and during the traditional Lauberhorn Alpine race in Wengen (SUI).

Athletes at all the events, including the organisers, joined in the fun on Sunday and helped celebrate World Snow Day through various activities. Thanks also to the support of its sponsors Audi, Eurosport, the European Broadcasting Union, Infront Sports and Media, The World Federation of the Sportign Goods Industry, European Federation of the Sporting Goods Industry, Best of the Alps and Sanetta the World Snow Day message is expected to reach more than 80 million people.

Photos, events recaps and videos from various events around the world are available [HERE](#). In addition, a complete list of official World Snow Day organisers can be found along with more detailed information on World Snow Day, the [Bring Children to the Snow](#) programme and [SnowKidz](#).

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About FIS

FIS, founded in 1924, is the governing body for international skiing and snowboarding. Recognised by the International Olympic Committee, FIS manages the Olympic disciplines of Alpine Skiing, Cross-Country Skiing, Ski Jumping, Nordic Combined, Freestyle Skiing and Snowboarding and sets the international competition rules. Through its 122 nations, more than 7'000 FIS ski and snowboard competitions are staged annually. Specific initiatives are undertaken by FIS to promote snow activities, notably for the young.

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