



20th
January 2013

2nd edition of World Snow Day even bigger and better

Huge success for FIS World Snow Day 2013 worldwide

The 2nd edition of the World Snow Day took place in spectacular fashion on 20th January 2013. 435 Organisers in 39 countries staged unique events that brought children and their families into a friendly and fun environment to celebrate all things on snow. Thanks to the commitment of these Organisers, youngsters around the world had the opportunity to explore, enjoy and experience snow sports in various ways.

Just some examples of events that took place last Sunday include 'Apen Bakke' (Open Day) in Norway, where 99 resorts across the country opened their doors to an estimated 120,000 participants for a day of free skiing and snowboarding; Cortina d'Ampezzo (ITA) where Organisers created a "feel like a champion day" for more than 250 children in conjunction with the ladies' FIS Alpine World Cup races, skiing and snowboarding across Iceland's ski resorts; children from SOS Children's Villages visiting the resorts of Megeve (FRA), Chamonix (FRA), Lech / Zürs and St. Anton am Arlberg (AUT) for a full snow experience; 20 children's cross-country events around Poland; a children's snow city at the World Snow Forum in Novosibirsk (RUS); La Fête du Ski et de la Neige a nation wide celebration of snow sports France; Everybody on Snow with various snow activities and free lessons in Stockholm, Norrköping and Ornskoldsvik (SWE); Trofeo Topolino childrens cross country races, Val di Fiemme (ITA); 'Mountain in the City' in Québec City (CAN); skiing and snowboarding lessons at the indoor snow dome in Auckland (NZE); freestyle ski exhibition and children's snow play area with 30'000 visitors in the heart of Tokyo, Roppongi (JPN); refugee children's visit to the snow organized by university students in Kufstein (AUT); and free skiing, snowboarding and ski school lessons for children across the 4 Valleès resorts of Verbier, Nendaz, Thyon and Veysonnaz (SUI). Many more fantastic events took place all over the world and as the reports reach the FIS Newsflash they will be featured in the World Snow Day Newsletter in the next editions.

FIS President Gian Franco Kasper commented: "What we saw on the 2nd World Snow Day is nothing short of spectacular. The dedication and creativity of the local Organisers has been outstanding and our sincere congratulations go to all of them. We would also like to thank the children and their families who participated in the event of their choice. We hope they not only had an exciting day but also a positive experience to remember for years to come. Moreover, FIS thanks its World Snow Day partners European Broadcasting Union, Eurosport, Infront Sports & Media, Milka, Intersport, Best of the Alps and Sanetta for their great cooperation and support."

Early reports from Organisers indicate that the number of participants in 2013 will near 300,000 globally. Across the two editions of FIS World Snow Day that have now taken place, 660 events have been staged to bring children to the snow. Over the next months, FIS will be working with Organisers to prepare a Final Report on the 2nd edition.

For more information, visit www.world-snow-day.com

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