



FÉDÉRATION INTERNATIONALE DE SKI
INTERNATIONAL SKI FEDERATION
INTERNATIONALER SKI VERBAND



CH-3653 Oberhofen (Switzerland), Tel. +41 (33) 244 61 61, Fax +41 (33) 244 61 71 www.fis-ski.com

18th December, 2007

FOR IMMEDIATE RELEASE

FIS MEDIA INFO

FIS to launch multi-year global campaign to “Bring Kids Back to the Snow”

Oberhofen, 18th December, 2007/ -- The International Ski Federation (FIS) is planning to launch a world-wide campaign to promote playing in the snow as the number one outdoor activity choice for kids and the youth in winter. The main aim of the “Bring Kids Back to the Snow” campaign is to generate passion for snow activities with the younger generations. The campaign is scheduled to launch as of the 2008/09 winter season.

Currently soliciting responses from leading public relations and marketing agencies, FIS plans to work with a specialist organization to establish partner relationships and to develop and implement the project. The possible partners include tourism organizations, broadly defined, the industry, health and accident insurance companies, governments and non-governmental organizations working with health, education and sports sectors, just to mention a few.

The campaign will target kids and youngster aged 0-14 and their parents and families along with teachers and national and regional decision-makers, especially in the areas of education, sport and health. The target market for “Bring Kids Back to the Snow” will be countries which have snow on a regular basis or interest in snow sports.

“This project - Bring Kids Back to the Snow- is crucial for encouraging children and families to spend more time in the snow,” said FIS President Gian Franco Kasper. “Our partners in the ski industry have already pledged their support for making snow activities more appealing and accessible to families and kids and youngsters. Playing in the snow is one of the best ways to make children and the youth more active in winter time. It is also a great family experience and we must make sure more children and youngsters experience the joy of playing in the snow.”

The first milestone for the “Bring Kids Back to the Snow” campaign will be presentation to the 46th International Ski Congress to be held in Cape Town (RSA) in May 2008. The Congress is the highest authority of the International Ski Federation that convenes once every two years.

* * *

About FIS

Founded in 1924 during the first Olympic Games in Chamonix, France, the International Ski Federation (FIS) aims to promote the sport of skiing and to direct the development of all skiing activities world-wide. It administers the Olympic disciplines of Alpine Skiing, Cross-Country Skiing, Ski Jumping, Nordic Combined, Freestyle Skiing and Snowboarding,

including setting the international competition rules. With the help of its 108 member nations, FIS stages more than 4'000 ski and snowboard competitions annually. FIS also makes recommendations for recreational skiing in the interest of all skiers and promotes skiing as a healthy leisure activity for children and the youth.

For more information, please visit www.fis-ski.com.