

INTERNATIONAL SKI FEDERATION

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FOR IMMEDIATE RELEASE

FIS MEDIA INFO

FIS relaunches official website www.fis-ski.com

The International Ski Federation is pleased to announce the re-launch of its official website www.fis-ski.com.

The revamped site provides a user-friendly, one-stop-shopping experience for anyone interested in skiing and snowboarding. With a simplified navigation and a focus on competitions and live timing, the new website will highlight what is most important to FIS stakeholders. The FIS data will be presented in a modern format, while the editorial elements will have a sleek new display.

The new site features a layout responsive to any device including mobile, tablet and desktop computers. Great emphasis has been placed on the abundance of editorial elements from photo galleries and videos to traditional news stories. Additionally, those looking to follow live timing of events will find this popular tool easier than ever to access. The calendar and results pages are also key features with direct links in.

The site was developed in partnership with Omnigon, specialists in the thinking, design, development and delivery of experiences that engage global audiences. Omnigon also developed the FIS app, which is entering its third season. By having all its digital properties under the same umbrella, it ensures a consistent user experience across all FIS digital platforms.

"We are very pleased to bring the new www.fis-ski.com to the skiing and snowboarding world," said FIS Secretary General Sarah Lewis. "It is no easy task to present essentially six sports on the same website to a widely diverse range of users, from National Ski Associations using the content as an everyday working tool, to followers and fans of different disciplines and events, as well as and youngsters looking for a SnowKidz event to attend. The new layout is designed for a seamless and simple experience for the user to find all necessary information about our disciplines, and more."

"Omnigon is thrilled to have again collaborated with FIS, this time on the relaunch of their website," said David Nugent, Chief Commercial Officer, Omnigon. "Building off the success of the mobile app, and with the beginning of the FIS season rapidly

approaching, we are excited millions of fans will be able to follow the action all season long through this new, compelling experience.”

FIS will also introduce a new and innovative Newsflash with edition #726 on Wednesday 7th November that will allow readers to personalize the news that they want to receive from FIS in the Newsflash each Wednesday.

Visit www.fis-ski.com to experience the new website. All feedback is always welcome at feedback@fisski.com.

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About FIS

FIS is the governing body for international skiing and snowboarding, [founded in 1924](#) during the first Olympic Games in Chamonix, France. Recognized by the International Olympic Committee (IOC), FIS manages the Olympic disciplines of [Alpine Skiing](#), [Cross-Country Skiing](#), [Ski Jumping](#), [Nordic Combined](#), [Freestyle Skiing](#) and [Snowboarding](#), including setting the international competition rules. Through its 130 member nations, more than 7'500 FIS ski and snowboard competitions are staged annually. Specific initiatives are undertaken by FIS to promote snow activities as a healthy leisure recreation, [notably for the young](#). For more information, please visit www.fis-ski.com.

About OMNIGON

OMNIGON, an Infront Sports & Media Company, is a team of digital strategists, artists and technologists working exclusively in the areas of consumer loyalty, audience growth and digital content delivery. Since its founding in 2008, OMNIGON has established itself as a market leader, focused on helping clients achieve returns on the strategic, creative and technical investments they've made. OMNIGON, headquartered in New York and with teams in Los Angeles, London, Toronto, Kiev and St. Petersburg, works with celebrated, global brands including AS Roma, PGA TOUR, NASCAR, CONCACAF, the United States Golf Association (USGA), International Champions Cup (ICC), StubHub, Under Armour, Legends, FOX Sports, the German Football Association (DFB) and countless others.