



## FACTSHEET

### WORLD SNOW DAY 10<sup>th</sup> Edition on 17<sup>th</sup> January 2021

#### WHAT IS WORLD SNOW DAY?

- “The Biggest Day on Snow, All Year“
- 2021 marks the tenth (10<sup>th</sup>) edition of World Snow Day
- An annual snow festival for children and their families
- It is various activities taking place simultaneously around the world on a single weekend (always the 3<sup>rd</sup> Sunday in January)
- Part of the international FIS Campaign ‘Bring Children to the Snow’

#### WHAT DOES WORLD SNOW DAY MEAN FOR CHILDREN AND FAMILIES?

A day on snow to:

- **EXPLORE** – chance to discover something new
- **ENJOY** – time to have fun in and on the snow
- **EXPERIENCE** – way to generate great memories and the inspiration to continue

#### WHY HAS WORLD SNOW DAY BEEN ESTABLISHED?

- To increase youth participation in snow sports
- To support and encourage involvement in snow sports, together with industry stakeholders
- To bring newcomers to snow whilst offering extra value to those who already participate

#### WHAT ARE THE GOALS OF WORLD SNOW DAY?

- Enable children and families to Explore, Enjoy and Experience the fascination of snow sports through special Events around the world.
- To teach children how to preserve the snow for future generations
- To teach children how to be safe on and off the snow
- To show Children and their families the health benefits of snow sports and physical activity

#### FAST NUMBERS ABOUT WORLD SNOW DAY:

- **1** day around the world each year
- **7** events in the Southern Hemisphere
- **5** Global Partners: Atomic Skis, Eurosport, European Broadcasting Union, Infront, Best of the Alps and European Federation of the Sporting Goods Industry.
- **45** Participating countries
- More than **100** resorts with free skiing and snowboarding
- Over **350** events for World Snow Day 2020
- **4’365** events across nine editions of World Snow Day.
- More than **120’000** participants at the largest event.
- Over **2.2 million** participants across nine editions of the event

#### HOW TO PARTICIPATE?

- Log onto the World Snow Day website [www.world-snow-day.com](http://www.world-snow-day.com). Click the event locator and find the nearest event

**BE PART OF THE BIGGEST DAY ON SNOW!**  
**World Snow Day 17<sup>th</sup> January 2021**