



## COMMENTATOR NOTES

### WORLD SNOW DAY 7<sup>th</sup> Edition on 21<sup>st</sup> January, 2018

#### DURING BROADCAST YOU MAY SEE

- Athletes brandishing the World Snow Day logo on the right shoulder of World Cup Bibs
- Athletes holding a World Snow Day snowball in the finish area.
- The World Snow Day trailer being played in the pre-running order of World Cups and on video walls at the World Cup

#### WHAT IS WORLD SNOW DAY?

- “The Biggest Day on Snow, All Year“
- 2018 marks the seventh (7<sup>th</sup>) edition of World Snow Day
- 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’

#### NUMBER OF EVENTS

- Over 500 events in 35 countries

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

- **EXPLORE** – chance to discover something new on snow
- **ENJOY** – time to have fun in and on the snow
- **EXPERIENCE** – way to create great memories and be inspired to take up snow sports

#### 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 snow sports through a worldwide event
- 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
- To teach children how to preserve the snow for future generations

#### WHY PARTICIPATE?

- To get out and enjoy the snow
- Be part of an international day where everyone enjoys snow sports

#### HOW TO PARTICIPATE?

- Log onto the World Snow Day website [www.world-snow-day.com](http://www.world-snow-day.com) (please do not forget to mention to ‘dash’ or ‘minus’ in between the words). Click the event locator and find the nearest event .

**BE PART OF THE BIGGEST DAY ON SNOW!**  
**World Snow Day 21<sup>st</sup> January 2018**