



FACTSHEET

WORLD SNOW DAY 6th Edition on 15th January, 2017

WHAT IS WORLD SNOW DAY?

- “The Biggest Day on Snow, All Year“
- 2017 marks the sixth (6th) 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 3rd 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
- **3** events in the Southern Hemisphere
- **7** Global Partners: Audi, Eurosport, European Broadcasting Union, Infront and Best of the Alps, World Federation of the Sporting Goods Industry and European Federation of the Sporting Goods Industry
- **35** Participating countries
- More than **100** resorts with free skiing and snowboarding
- Over **500** events for World Snow Day 2017
- **2’540** events across six editions of World Snow Day.
- More than **120,000** participants at the largest event.
- Over **1.2 million** participants across six editions of the event

HOW TO PARTICIPATE?

- Log onto the World Snow Day website 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 15th January 2017