



FOR IMMEDIATE RELEASE

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## Atomic and FIS partner for Bring Children to the Snow

Ski Manufacturer Atomic and FIS program Bring Children to the Snow have entered into a partnership to bring the next generation to snow sports.

For the past nine years, Bring Children to the Snow has brought together a multitude of snow sports stakeholders. With over 60 years of experience in ski manufacturing, a globally recognized brand, a strong presence on the FIS Alpine and FIS Cross-Country World Cup tours and the motto of “We are skiing”, Atomic is a natural fit to represent the ski manufacturing community within the Bring Children to the Snow program.

FIS President Gian Franco Kasper commented “Bring Children to the Snow seeks simply to bring children and people to snow sports. Through their products Atomic has been doing this for over 60 years making them a perfect fit for the program. We are very happy to have them on board.”

Atomic’s General Manager Wolfgang Mayrhofer continued “It’s important for us that we keep our sport attractive for the next generation and bring kids back to snow. We are a very proud partner and it’s great to team up with the FIS to support this cool program.”

As part of the partnership Atomic will receive the title of “Official Ski” of Bring Children to the Snow’s programmes SnowKidz and World Snow Day. As a first step in the partnership, FIS and Atomic will work together with a giveaway that will take place in the 2018/2019 season. Details about the giveaway will be announced at a later date.

### For more information contact:

Andrew Cholinski

Coordinator Bring Children to the Snow

[worldsnowday@fisski.com](mailto:worldsnowday@fisski.com)

+41 (0) 33 244 6161

### 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 128 member nations, more than 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](http://www.fis-ski.com).