

FOR IMMEDIATE RELEASE

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The European Broadcasting Union and FIS confirm partnership for World Snow Day 2018

For World Snow Day 2018, FIS and the European Broadcasting Union (EBU) will once again partner to communicate the benefits of bringing the next generation to snow sports.

World Snow Day is part of FIS's international 'Bring Children to the Snow' campaign, launched in 2007, which seeks to increase interest in snow sports participation for younger generations.

FIS World Snow Day encourages all stakeholders in the snow industry to contribute to a special day of activities for 4 to 14 year olds and their families on the third Sunday in January every year.

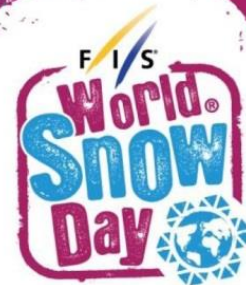
To promote the event, the EBU will be distributing the World Snow Day trailer to its membership of public service broadcasters via the Eurovision global network.

The 30-second promotional clip is available in English, German, French, Italian, Chinese and Spanish. In addition, EBU Members are being encouraged to add links to their online channels (internet, social media) to the World Snow Day's digital online platform: www.world-snow-day.com.

FIS Bring Children to the Snow Coordinator Andrew Cholinski commented: "The partnership with the European Broadcasting Union has been in place since 2009 and shows their dedication to the future of snow sports."

EBU Head of Winter Sports Ingolfur Hannesson, added: "World Snow Day fits perfectly with the goal of the EBU and our public service Members to encourage all generations, regardless of race, religion or financial status, to get involved with sport and, in particular, the amazing world of snow sports."

The EBU holds the worldwide TV rights for the upcoming FIS 2018 Ski Flying World Championships and will also be acting as the host broadcaster.



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.

About the European Broadcasting Union

The European Broadcasting Union (EBU) is the world's foremost alliance of public service media (PSM). Our mission is to make PSM indispensable. We have 73 Members in 56 countries in Europe, and an additional 34 Associates in Asia, Africa, Australasia and the Americas.

Our Members operate nearly 2,000 television and radio channels together with numerous online platforms. Together, they reach audiences of more than one billion people around the world, broadcasting in more than 120 languages.

We strive to secure a sustainable future for public service media, provide our Members with world-class content from news to sports and music, and build on our founding ethos of solidarity and co-operation to create a centre for learning and sharing.

Eurovision Media Services, our business arm, has an outstanding global reputation and is the first choice media services provider for many media organizations and sport federations around the world.

EBU Sport works with 28 international sports federations and handles more than 30 contracts every year. This represents around 200 events including over 700 competition days which its operational arm, Eurovision Media Services, often produce and distribute.

Discover more about the EBU on www.ebu.ch.