

FOR IMMEDIATE RELEASE

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The European Broadcasting Union and FIS continue their partnership for the future generations

The International Ski Federation (FIS) and the European Broadcasting Union (EBU) will once again partner to promote snow sports among the younger generations through FIS World Snow Day, which will take place for the sixth time on 15 January 2017.

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

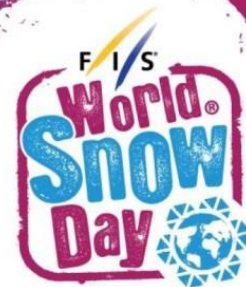
FIS World Snow Day aims to develop the interest in snow sports by encouraging all stakeholders in the snow industry to contribute to a special day of activities for 4 to 14 year olds and their families on the third Sunday in January every year.

To promote the event, the EBU will make available its global Eurovision network of broadcasting capabilities and its Members' distribution channels to spread the World Snow Day 2017 message through a top-quality promotional trailer.

The short trailer, which is being offered free to broadcasters world-wide. The 30 seconds clip is available in English, German, French, Italian, Chinese and Spanish. In addition, EBU Members can add links to their online channels (internet, social media) to the World Snow Day's digital online platform: www.world-snow-day.com.

FIS President Gian Franco Kasper remarked: "The European Broadcasting Union has been inspiring the next generation to participate in snow sports for decades thanks to their excellent coverage of our World Cups and World Championships. To have them a part of World Snow Day is only natural and we are grateful to continue the partnership"

EBU Head of Winter Sports Ingolfur Hannesson, added: "We are very pleased to continue our cooperation with FIS for the upcoming seasons with this fantastic initiative which is completely in line with the mission of the EBU and public service media. We would all like as many children as possible to experience the pleasure and joy of the amazing world of snow and sports"



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.