

15th
January 2017



FOR IMMEDIATE RELEASE

Oberhofen, Switzerland 11 January 2017

World Snow Day 2017 Ready

On the 15th January 2017- 478 events in 46 countries will take place on World Snow Day to give children to the chance to explore, enjoy and experience the snow.

“This is now our sixth edition of World Snow Day and we could not be prouder of the dedication, hard work and effort of the Organisers. Their work is making a difference and we look forward to celebrating the day” commented FIS president Gian Franco Kasper.

The sixth edition of World Snow Day will see eight nationwide initiatives. Austria, Canada, China, Iceland, Latvia, Poland, Lithuania and Russia will stage events throughout the countries.

Other notable events include ‘Everybody on Snow’ with various snow activities and free lessons in Stockholm (SWE), Zakopane (POL) World Snow Day, Denmark’s return to World Snow Day with free lessons and discounted ski passes, Free lift passes and discounted lessons in Malbun (LIE) hosted by the Liechtenstein Ski Federation, a full family day with various activities in Falcade (ITA), Free lift passes for children in Lake Louise (CAN), Free lessons in Europa-Park (GER), Free ski and snowboard lessons in Oasis Huacachina (PER) and a family fun day with environmental actions in Feldman Ecopark (UKR) amongst many other great events.

Preparations leading into the event have been intense. On the 1st July 2016 registrations opened and within seconds of opening the first events were confirmed. This edition of World Snow Day will include the first instalment of the World Snow Day Awards. The category of “Line Honors”, recognising the 1st event to register, went to the Organisers of the Oberstdorf World Cups who graciously donated their 1000CHF prize to the local ski club.

In addition, World Snow Day once again released the Audi World Snow Day Toolkits. Furthermore the new Organiser Care Packages were released. In total over 20 tonnes of material was distributed to 36 countries in preparation for the event.

FIS would like to thank Audi, European Broadcasting Union, Eurosport, Infront Sports & Media, Best of the Alps, World Federation of the Sporting Goods Industry, European Federation of the Sporting Goods Industry, Sovetsky Sport and the preferred suppliers for their efforts to make World Snow Day a success.

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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.