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World Snow Day 2018 celebrated in grand fashion

On the 21st January 2018, the seventh edition of World Snow Day took place with 516 events in 44 countries.

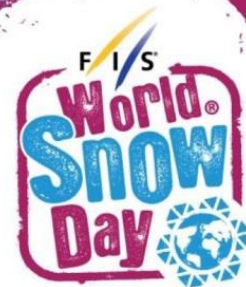
The seventh edition of World Snow Day was the second largest in the history of the programme. FIS Secretary General Sarah Lewis commented, “together with the event Organisers we aim to make World Snow Day a memorable success every year for all of the participants. This is now the fourth time we have had over 500 events, which means that we are reaching an enormous number of snow sports enthusiasts on this one day.”

For some, including Hassela Ski Resort (SWE), the Aspen Ski and Snowboard School (USA) and Fulong Snow Park (CHN), World Snow Day 2018 was their first time participating in the annual event. The introduction of new Organisers from different parts of the world is significant as it signals that the concept of bringing children to snow transcends cultures and languages and is understood by the masses.

In the sixth edition of World Snow Day, it is estimated a record three million people were reached via the World Snow Day digital channels and at events. Early indications show that in 2018 that number will rise to 3.3 million people. These numbers are further bolstered thanks to World Snow Day partners Eurosport, Infront Sports & Media and the European Broadcasting Union who integrated the World Snow Day trailer and events into their platforms.

World Snow Day will look to build on the momentum from this year's edition and FIS can already confirm the eighth edition of World Snow Day will take place on the 20th January 2019.

FIS would like to thank Sporting Goods Industry, the World Snow Day Preferred Suppliers, all event Organisers and the National Ski Associations for their efforts to make World Snow Day a success and we hope all of the participants and Organisers had a successful and memorable day and look forward to coming back in 2019.



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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.