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World Snow Day 2019 resounding success

On the 20th January 2019 the 8th edition of World Snow Day took place and was a resounding success.

Events were staged in every corner of the world on all five continents. From South America, which featured snow sports on sand dunes, to China that saw 113 resorts across the country provide a wide variety of activities all aimed at bringing children to the snow. In addition, Canada and USA joined the fun, with free lessons, free lifts passes and on snow entertainment in various resorts. Europe, saw the largest concentration of events with some events taking place in major cities including Dresden (GER), Stockholm (SWE), Zargeb (CRO), Innsbruck (AUT), Vilnius (LTH) and Tallinn (EST). All in all 464 events took place in 45 countries.

FIS President Gian Franco Kasper remarked “For many Organisers, World Snow Day has become a tradition. Families in their area look forward to events and this important if snow sports is to have a future.”

As well as the physical events many celebrated World Snow Day in their own way and show cased it online. Early indications show that in 2019, the World Snow Day message reached 3.5 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.

In addition to the support of the Eurosport, Infront Sports & Media and the European Broadcasting Union, World Snow Day would like to thank its other partners MND Group, Atomic Skis, Best of the Alps, Protect Our Winters, the Federation of the European Sporting Goods Industry, the World Federation of the Sporting Goods Industry and SKADI.

Looking ahead, World Snow Day 2019 Organisers will now be vying to earn one of the World Snow Day Awards. The Awards recognise Organiser’s efforts to bring children to the snow under varying circumstances.

Four categories have been created:

“Best World Snow Day”; for events over 500 participants,

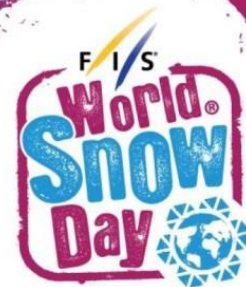
“Best Small World Snow Day”; for events under 500 participants,

“The Innovation Award”; for the most creative actions

“Line Honors”; for the first event to register.

The Line Honors Award was already awarded with 1st place going to Ski Klub Stara Planina Pirot from Serbia. But the remaining three categories remain wide open.

For more information on World Snow Day visit www.world-snow-day.com



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 131 member nations, more than 7'500 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.

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