



FOR IMMEDIATE RELEASE

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World Snow Day 2020 complete

The ninth edition of World Snow Day took place on the 19th January 2020 with 359 events in 45 countries.

FIS President Gian Franco Kasper remarked, *“it is humbling to see so many stakeholders come together to bring a new generation to snow sports. My congratulations to all those who participated, this was a very good edition of the event.”*

This year’s World Snow Day Organisers battled through tough conditions to stage excellent events. Some stand outs included, an open day in Norway with 50NOK (5 euro) lift passes for all kids and adults, free lessons for kids in Lake Louise (CAN) ski and snowboard lessons throughout the Engadin valley in Switzerland. There were also 72 events throughout China with free or discounted ski lessons, equipment rental and lift passes, ski and snowboard schools throughout Poland with free lessons for children, free sandboarding lessons in Peru and Brazil, World Snow Day in schools around Lithuania, a kids snow festival in Ulaanbaatar (MGL), the first World Snow Day in Qatar and the opening of the brand new SNØ indoor ski centre in Oslo, Norway.

Bring Children to the Snow Coordinator Andrew Cholinski commented *“Only four events from the original 363 had to be cancelled. It’s the best result we have had and true testament to commitment of the Organisers.”*

In addition to the physical events, World Snow Day created a buzz in the digital world. #worldsnowday” was shared by over 5,000 persons and organisations and thanks to media partners Eurosport, Infront Sports and Media and the European Broadcasting Union the World Snow Day trailer was broadcast around the world. Moreover thanks to Atomic Skiing, two families won two family sets of skis in the #atomicssnowday competition. Finally, thanks to partners Dinoski, one lucky family from Canada won two Dinoski kids ski suits. FIS would like to thank all the partners for their active support in this year’s event. Looking ahead World Snow Day 2021 is confirmed. The next event will mark 10 years of World Snow Day and will take place on the 17th January 2021.

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

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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.