



FOR IMMEDIATE RELEASE

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## World Snow Day 2020 set with 363 events in 45 countries

The ninth edition of World Snow Day will see 363 events and actions take place in 45 countries on the 19<sup>th</sup> January 2020.

FIS President Gian Franco Kasper remarked, *“once again World Snow Day has exceeded expectations. This is great achievement and testament to how important children and families are to snow sports.”*

Looking at the events, World Snow Day 2020 will see a wide array of activities in various locations from alpine environments to major cities. Some of the standouts include 72 events throughout China with free or discounted ski lessons, equipment rental and lift passes, ski and snowboard schools throughout Poland free lessons for children, an open day in Norway with 50NOK (5 euro) lift passes for all kids and adults, free sandboarding lessons in Peru and Brazil, schools World Snow Day in schools around Lithuania, special lift ticket prices and free lessons for kids in Lake Louise (CAN) ski and snowboard lessons throughout the Engadin valley in Switzerland, a kid’s snow festivals in Tallin (EST) and a kids snow festival in Ulaanbaatar (MGL).

As well as physical events there has been a big communication push for World Snow Day. Thanks to World Snow Day partners Atomic Skiing families have a chance to win a family set of skis in the #atomicssnowday competition. In addition, thanks to partners Dinowski, families will also have a chance to win two ski suits for kids.

Bring Children to the Snow Coordinator Andrew Cholinski commented *“Seeing so many different stakeholders in snow sports come together is both exciting and humbling. We cannot wait for the 19<sup>th</sup> January 2020.”*

For more information on World Snow Day visit [www.world-snow-day.com](http://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](http://www.fis-ski.com).