

FOR IMMEDIATE RELEASE

Oberhofen, 13<sup>th</sup> January 2021

## **WORLD SNOW DAY 2021 IS A GO**

On the 17<sup>th</sup> January, the 10<sup>th</sup> edition of World Snow Day will take place.

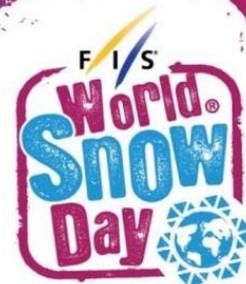
Like many major events in the current era, World Snow Day will also have a different look and feel due to the impact of Covid-19.

“We are pleased to have so many Organisers and fans who were dedicated to hosting events this year despite the challenges. We have many who said World Snow Day has become a source of happiness and hope. As such we released a series of Covid-19 guidelines and decided to go ahead.” said Bring Children to the Snow Coordinator Andrew Cholinski.

Over the course of 10 years World Snow Day has averaged 485 events and actions per edition with an average participation rate of 958 persons per event. However, for this edition 110 events and actions are set to take place. Amongst the actions there will be many virtual celebrations with posts on social media. For countries and destinations lucky enough to allow outdoor activities, activities will include discounted lift passes for children, discounted private ski and snowboard lessons, free entry to outdoors facilities such as cross-country trails, discounted food and beverage and miniature fun family ski and snowboard competitions.

In addition to the main events and actions World Snow Day will also be announcing the winners of the #atomicssnowday competition. Thanks to partners Atomic Skis, one lucky family will be taking home a new set of Alpine skis and another family will be win a family set of Cross-Country skis. The announcement will be made on the 17<sup>th</sup> January 2021 via the World Snow Day social media channels.

The 2021 edition of World Snow Day is set. Further announcements about the results of the event will be published on [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).