

21st
January 2024



FACTSHEET

WORLD SNOW DAY 13th Edition on 21st January 2024

WHAT IS WORLD SNOW DAY?

- "The Biggest Day on Snow, All Year"
- 2024 marks the thirteenth (13th) edition of World Snow Day
- An annual snow festival for children and their families
- It is various activities taking place simultaneously around the world on a single weekend (always the 3rd Sunday in January)
- Part of the international FIS campaign 'Bring Children to the Snow'

WHAT DOES WORLD SNOW DAY MEAN FOR CHILDREN AND FAMILIES?

A day on snow to:

- EXPLORE – chance to discover something new
- ENJOY – time to have fun in and on the snow
- EXPERIENCE – way to generate great memories and the inspiration to continue

WHY HAS WORLD SNOW DAY BEEN ESTABLISHED?

- To increase youth participation in snow sports
- To support and encourage involvement in snow sports, together with industry stakeholders
- To bring newcomers to snow whilst offering extra value to those who already participate

WHAT ARE THE GOALS OF WORLD SNOW DAY?

- Enable children and families to Explore, Enjoy and Experience the fascination of snow sports through special Events around the world.
- To teach children how to preserve the snow for future generations
- To teach children how to be safe on and off the snow
- To show Children and their families the health benefits of snow sports and physical activity

FAST NUMBERS ABOUT WORLD SNOW DAY:

- **1** day around the world each year
- **4** global partners: International Federation of Ski Patrollers, INTERSANDS, Sherpa Snow and Special Olympics.
- **1.1** tonnes of materials distributed each year
- **42** participating countries
- More than **50** resorts with free skiing and snowboarding
- Over **126** events for World Snow Day 2023
- **4'739** events across twelve editions of World Snow Day.
- Over **2.8 million** participants across all editions of the event

HOW TO PARTICIPATE?

- Log onto the World Snow Day website www.worldsnowday.com. Click the event locator and find the nearest event

BE PART OF THE BIGGEST DAY ON SNOW!
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