

15.  
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FOR IMMEDIATE RELEASE

## **12<sup>th</sup> edition of World Snow Day completed.**

Oberhofen, 16<sup>th</sup> January 2023 – On the 15<sup>th</sup> January, 126 in 41 countries took part in the 12<sup>th</sup> edition of World Snow Day.

The activities that took place include among many:

- Free lift passes in Tarvisio (ITA)
- Kids snow fiesta in Aramon Cerler (ESP)
- Discounted lift passes at Dagmar Ski Resort (CAN)
- Free ski and snowboard lessons at Big Sky Ski Resort (MGN)
- Free lift passes for kids at Skíðasvæði Ísafjarðarbæjar (ISL)
- Free ski and snowboard lessons in Vatra Dornei (ROM)
- Free lessons for children and adults in St.Moritz (SUI),
- Free lift passes for children and adults in Aletsch Arena (SUI),
- Free lift passes and equipment rental at Skistar resorts Sälen (SWE), Åre (SWE), Vemdalen (SWE), Trysil (NOR) and Hemsedal (NOR),
- Free ski lessons in Peyongchang (KOR)
- Kids safety day and free lift passes in Furano (JPN),
- Discounted kids ski lessons and snow day at Ski Dubai (UAE),
- Free ski lessons and lift passes at Ski Egypt (EGY),
- Snow day for persons with an intellectual disability Macau (CHN)

Each of these activities all shared the same goal, to bring the next generation to snow sports by increasing accessibility.

However, this year's World Snow Day faced the unique challenge of variable snow conditions. Many parts of the world are currently challenged by low snowfall and some Organisers postponed their events. Events which were postponed were moved to the sister programme of World Snow Day called SnowKidz. These events will still take place but later in the season.

Following the completion of the 12<sup>th</sup> edition of World Snow Day, focus will now shift to the World Snow Day Awards. All events that took place are eligible to participate in the four categories of the World Snow Day Awards. Winners of the Awards will be announced in May 2023.

For more information on World Snow Day visit [www.worldsnowday.com](http://www.worldsnowday.com)

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#### Contact Person

Andrew Cholinski

FIS Bring Children to the Snow Coordinator

(+41) 33 244 6161

[cholinski@fisski.com](mailto:cholinski@fisski.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 135 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](http://www.fis-ski.com).