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FOR IMMEDIATE RELEASE

13th Edition of World Snow Day a global success

Oberhofen, 23rd January 2024 – The 13th edition of FIS World Snow Day was a global success with 111 events in 38 countries and an estimated 80'000 participants.

The aim of the annual events is to get as many children and families as possible outside to explore, enjoy and experience snow sports. World Snow Day is part of the FIS Bring Children to the Snow programme, which has been operating since 2009 and seen more than 10'00 events and actions.

Events for this year's World Snow Day were staged in every corner of the world on five continents. From events in Peru, which featured activities on sand dunes, to open days throughout Sweden that saw free lift passes and lessons. In addition, Canada and USA joined the fun, the Canadians held free lessons, gave free lifts passes and on-snow entertainment in various resorts. In Asia, the resort of Furano hosted their annual World Snow Day which sees mountain safety combined with fun activities for children to learn how to be safe while on the snow. This event was coupled with World Snow Day in Pyeongchang at the Nordic venue of the 2018 Winter Olympic Games. The event, hosted by the Korean Ski Association, continues the Olympic legacy.

As well events designed to bring children to the snow, specific actions were hosted for persons with an intellectual, physical or combined disabilities. Of note were events in Serra da Estrela (POR) hosted by the Portuguese Ski Association and Special Olympics Portugal, an open day for persons with a disability in Calgary hosted by CADS Calgary (CAN) and open days in Ski Dubai (UAE) and Ski Egypt (EGY).

"The dedication and generosity by the World Snow Day Organisers amazes us each and every year. We would like to express our gratitude once again to all the Organisers and their supporters. The work which they are doing to bring new children to snow sports is outstanding" said FIS Secretary General Michel Vion.

From here, Organisers will now be submitting reports of their events. All reports are public and can be viewed online by clicking the link below. Finally, FIS is set to activate its Wishlist support system. The system allows Organisers of the World Snow Day 2024 events request items to improve their events. Each year 6 – 8 wishes are granted and have included the likes of transport to and from the venue for participants, onsite materials and ski and snowboard teaching aids. Finally, World Snow Day 2025 is scheduled for 19th January 2025. A full confirmation will be released shortly.

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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 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.