

21<sup>st</sup>  
January 2024



FOR IMMEDIATE RELEASE

## World Snow Day 2024, it's on!

Oberhofen, 10<sup>th</sup> January 2024 – On the 21<sup>st</sup> January 2024, the 13<sup>th</sup> edition of World Snow Day will be celebrated around the world.

The aim of World Snow Day is to bring the next generation to snow sports. To achieve this aim, FIS works with all snow sports stakeholders including lift and cableway companies, ski and snowboard schools, ski and snowboard clubs, National Ski and Snowboard Associations, government departments, non-government bodies and many more to host events and actions that are designed to make it easier to get into snow sports. To date, over 4'500 World Snow Day events have taken place with more than 2.7 million participants.

*“Even before the event has taken place, I would like to thank all the Organisers, volunteers, partners and parents for their dedicated work towards the goal of bringing new children to snow sports. Without you snow sports would not have a future,”* said FIS Secretary General Michel Vion.

For this edition of World Snow Day 114 events in 38 countries have been scheduled. These events include an open day for kids with an intellectual disability at Serra da Estrela, free lessons for children and adults in St. Moritz (SUI), free lift passes for children and adults in Aletsch Arena (SUI), discounted lift passes for kids at Dagmar Ski Resort (CAN), discounted lift passes and free lessons at Levi Ski Resort (FIN), free ski and snowboard lessons by 8 ski and snowboard schools throughout Poland, free ski lessons in Pyeongchang (KOR), free sandboarding lessons in Huacachina (PER), kids safety day and free lift passes in Furano (JPN), discounted kids ski lessons and snow day at Ski Dubai (UAE), half price lift passes for kids in Stara Planina, Kopanik and Tornik (SRB), kids snow festival in Planica by the Planica Nordic World Championships Organising committee in Planica (SLO) amongst many others.

As well as the events listed above, two new events and one new country will be joining the World Snow Day celebrations for the first time. The indoor snow centre in Muscat Oman, known as Snow Oman, will be providing free access to their facility for kids aged 3 – 6 years. Then, in a collaboration between the Ukrainian Ski Federation and the International Charitable Foundation Family Club Matusia, free ski lessons will be provided in Protasiv Yar, which is located in downtown Kyiv.

To take advantage of all these offers and events, parents need only to head to [www.worldsnowday.com](http://www.worldsnowday.com) and find the nearest event to them. Most events do not need prior registration but for those that do, registration can be done via the World Snow Day website.

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