

WORLD SNOW DAY KOREA 2021



WORLD SNOW DAY KOREA 2020



Around 500 children had a Great Moment on World Snow Day 2020 to be the Hero to save our precious snow

FREE SKI LESSON

FREE SNOW SLED

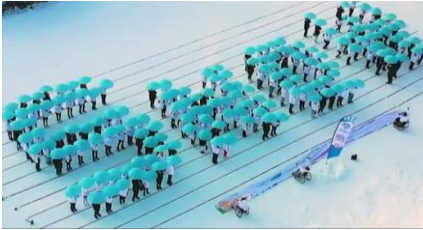
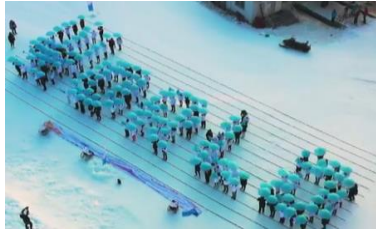
SNOW GAME

ENVIRONMENT
WORKSHOP

FREE DRINK
& MEAL

SNOW
TRESURE HUNT

MASS GAME



Political

Prime Minister Jeong "closed business such as ski resorts... Attractions closed"

Kim Jong-yoon | Enter 2020.12.22.09:05 | Correction 2020.12.22.10:10



Prime Minister Jeong Se-bacterium has said he will implement special defenses containing some of the measures that have been strengthened ahead of phase 3 from December 24 to January 3 next year, including a complete halt to ski area operations and the closure of tourist attractions.

Prime Minister Jeong Se-bacterium attended the New Coronavirus (COVID-19) Response Central Disaster Safety Administration (TD) meeting at The Government Seoul National Government On The Morning of 22nd, and stressed that this special defense measure will be implemented throughout the country from Christmas Eve to the end of the New Year holidays, with more antiseptic measures than the third phase of distance, to definitely beat the momentum of the third epidemic.

Chung said the measures to be antisophonized would not be consistently applied everywhere in the country and that standards could not be relaxed on a per-body basis, preventing the shift of the proliferation tax from region to region.



Kim Jong-yoon
kjyoung@ds.co.kr

• Myanmar Aung San Sui Kyi detention extended to 17 ...
• Hank hankye Tyer 'doubles production capacity' U.S. ...

However...

This winter, Korean Government shut down the ski resort from 24th December to 3rd January due to Covid-19

- Social gathering limitation (only max. 4 persons)
- Tourist attractions Close
- Ski resorts, winter sport facilities Close
- Emergency announcement of special quarantine regulation & guide line.

WORLD SNOW DAY KOREA 2021



IMPOSSIBLE



**Korea Ski Association tried to find the solution
that 'How could we provide children with fun
memories in this winter with snow?'**

WORLD SNOW DAY
KOREA 2021



KSA
KOREA SKI
ASSOCIATION

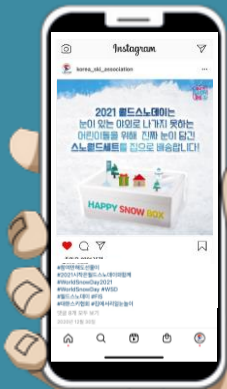


**Let's
deliver
the Snow
to the Home**



**Build the
Microsite**

(www.worldsnowdaykorea.com)



**Spread the
Campaign**



**Gather the
400 Participants**



WORLD SNOW DAY KOREA 2021



Prepare
the
Snow box



SNOW KIT



Environmental
Pledge

+



Real Snow



Snow Box



Mini Gift Box X 1



Snowman x 2



Tree x 4



Jingle Bell X 1



Snow duck
play tool x1



Mini Penguin X 1



Mini Flag X 4



WORLD SNOW DAY KOREA 2021

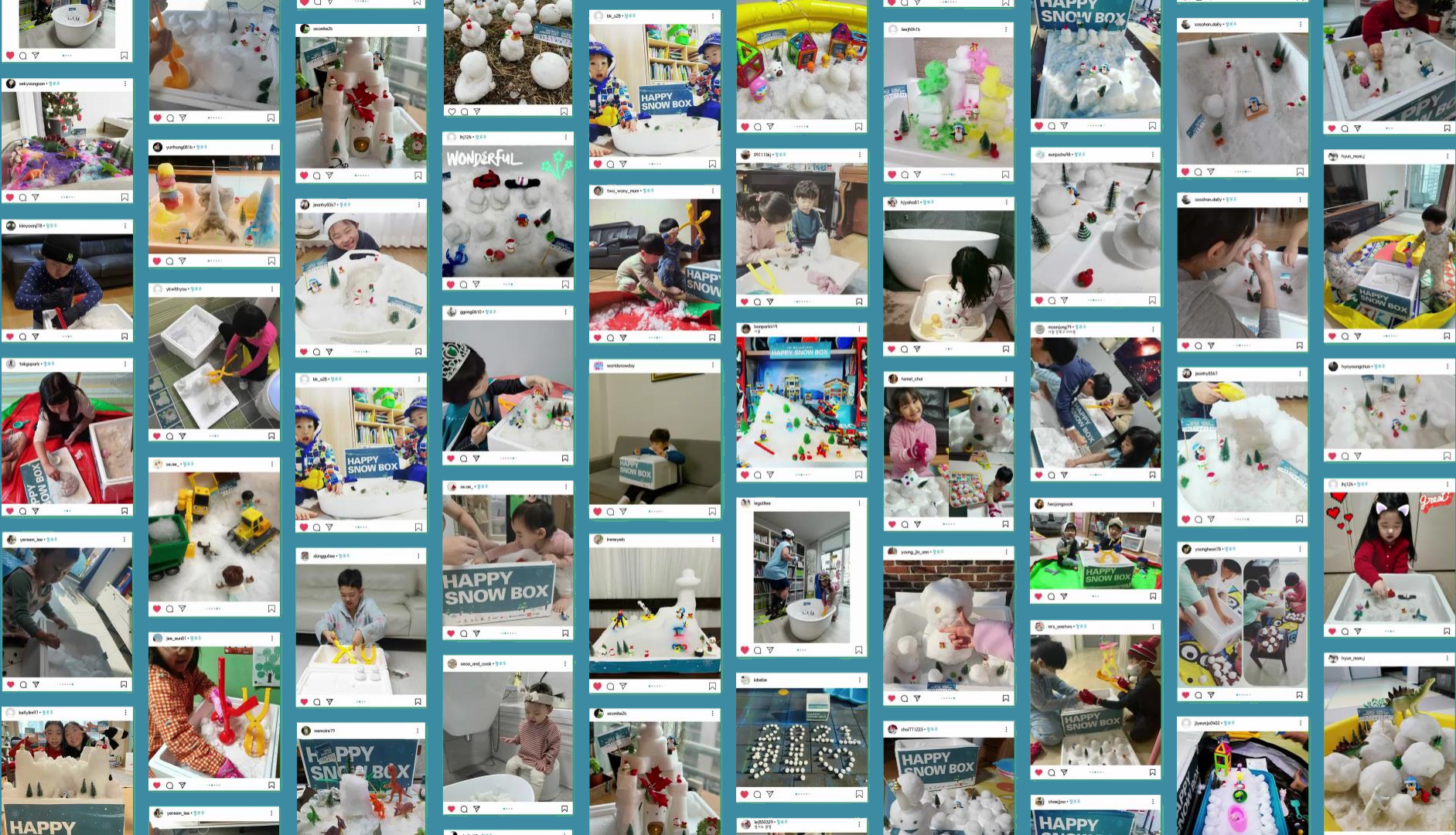


**Move the
boxes to the city
throughout
the night**
(Around 300km)



And Enjoy the Happy Snow Box on World Snow Day 2021







All Like = 2,044
All View = 3,289

In spite of Covid-19 We had a Happy World Snow Day
Hope to see you in real snow field on next World Snow Day



World Snow day Korea 2021 was conducted with the Support of the following organizations and companies





Thank you

