



PRESS RELEASE January 20, 2013

A uniquely cool event: World Snow Day in the Aletsch Arena

World Snow Day took place in the Aletsch Arena (Riederalp, Bettmeralp and Fiesch-Eggishorn) at the Great Aletsch Glacier on January 20, 2013. No less than 180 children from all over Switzerland came with their carers to enjoy the free snow event. This was the first time that schools were also invited exclusively to come to the Swiss Alps Jungfrau-Aletsch World Heritage Site so that newcomers who had previously had no access to snow sports could have the chance to try them out for themselves.

World Snow Day took place under ideal winter sports conditions in the Aletsch Arena at the Great Aletsch Glacier on January 20, 2013. No less than 180 children from all over Switzerland took up the invitation to attend the free snow event for children aged between 4 and 16. They were accompanied by numerous carers and helpers with professional support provided by trained snow sports instructors from the Swiss Snow Sports Schools.

World Snow Day was launched by the International Ski Federation (FIS) and is aimed at those who have already discovered the joy of snow sports activities or those that would like to do so. World Snow Day offers the chance to discover something new, to have fun in and on the snow and is also a good way of creating positive memories and experiences of snow.

With this in mind, the Aletsch Arena (Riederalp, Bettmeralp and Fiesch-Eggishorn) used World Snow Day as a good reason to attract as many children as possible to the snow – especially newcomers who had not yet had the opportunity to try snow sports. The aerial cableways, tourism organizations, snow sports schools, restaurants and sports shops in the Aletsch Arena worked together to offer **free packages**, which included **ski passes, ski or snowboard lessons, the rental of snow sports equipment and meals**.

For the first time, schools in the cantons of Aargau, Berne and Zurich were also directly invited to spend a uniquely cool day in the snow at the Aletsch Arena. Some of the schools were also accompanied by their local ski clubs on the journey there and back, with club members taking care of them during the event.

The Aletsch Arena also offered a wide range of discounted packages for experts, teenagers and adults on World Snow Day. At the end of World Snow Day, the children taking part were presented with a medal and a certificate and in Fiescheralp for example, these were handed out by the up-and-coming ski cross star Jorinde Müller and extreme mountaineer and ski instructor Kilian Volken.

Film impressions www.youtube.com/aletscharena

Photos www.swiss-image.ch user: aletsch password: arena or http://www.flickr.com/photos/aletsch_arena/

Press release http://www.aletscharena.ch/sites/de/service/informiert/medien_aletscharena.html

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