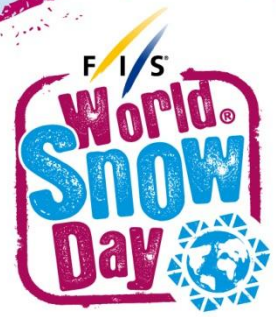


22.
January 2012

 **ALETSCHARENA**
Wallis · Schweiz

FINAL-REPORT Aletsch-Arena, Januar 2012



World Snow Day was celebrated in the Aletsch Arena (Riederalp, Bettmeralp and Fiesch-Eggishorn) on 22 January 2012 with a completely free snow sports festival for children aged between 4 and 14 years of age.

The FIS (International Ski Federation) created this day to offer children and families around the world a special day of activities in the snow. The snow sports nation of Switzerland aimed to persuade as many children as possible between the ages of 4 and 14 years to have fun in the snow. The purpose of the event was to showcase the attraction of snow sports and encourage people to take part in such sports regularly.

The Aletsch Arena, like other ski resorts, places great emphasis on promoting young skiing talent. So the Aletsch Arena (Riederalp, Bettmeralp and Fiesch-Eggishorn) used World Snow Day to motivate as many children from the region as possible to take part in snow sports activities – especially those who had not yet had any access to snow sports.

Around 130 children visited the festival in wintry weather conditions in the Aletsch Arena. The initiative was planned in coordination with the cableways, tourist organisations, snow sports schools, restaurants, hotels and sports shops in Riederalp, Bettmeralp and Fiesch-Eggishorn. The children who registered for the activities were given a ski pass, ski rental equipment, snow sports instruction/professional supervision from trained snow sports instructors from Swiss Snow Sports Schools as well as a pasta dish and a drink in one of the selected restaurants, all free of charge. World Snow Day ended with the presentation of a souvenir medal and a certificate of participation to all the children who took part.

Art Furrer – pioneer of ski acrobatics – and the Aletsch Arena's World Snow Day ambassador accompanied the children on World Snow Day.

Art Furrer became famous as the father of ski acrobatics in the USA from 1959 to 1973 and has taught many famous people to ski, including the Kennedys and Leonard Bernstein.

The Aletsch Arena is the second-largest tourist destination in the Upper Valais region. The high plateau between the Aletsch Glacier and the Rhone Valley provides Alpine adventures in a region covering more than 220 km². The largest and most impressive Alpine glacier, the 23-km-long Aletsch Glacier, has been designated a UNESCO World Natural Heritage Site for the past decade. The Aletsch Arena is one of the most attractive tourist destinations in Switzerland. It offers 150 km of hiking trails in summer and in winter 35 modern cableways transporting 34,000 passengers per hour, 72 km of winter hiking trails, 14,000 beds for guests, 2,300 holiday apartments, 66 restaurants and a wide range of events

Photos:

http://www.aletscharena.ch/sites/de/aletscharena/angebote/top_tagesangebote/world_snow_day.html

General information on Aletsch Arena

Films www.youtube.com/aletscharena

Photos www.swiss-image.ch user: aletsch password: arena

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

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