

World Snow Day Ireland 2013: The Second World Snow Day at the Ski Club of Ireland

The Second World Snow Day was celebrated with a festival at the Ski Club of Ireland, and although we are a non-snow country we were determined to rise to the challenge, and even managed to have 'Snow', waking up to snow covered hills just in time.

The Ski Club of Ireland, which is an entirely voluntary club that provides classes for skiers and snowboarders organised the festival at their artificial slope at Kilternan, Dublin.

The Festival was preceded by a promotion in the Dundrum Town Centre in partnership with the Ice rink on Saturday 19th January, and was also promoted during the preceding week on 98FM, a local Dublin Radio station, encouraging all to come and take part.

The Festival yet again exceeded all our best expectations, and provided a wonderful day for all, particularly families and children. There were occasional flurries of snow as Ireland's young squad that will be taking part in the children's championships were presented with their uniforms.

Kindergarten classes, snowboard classes and ski classes from beginner to expert were soon in full flow and a series of 'Taster' classes were held to introduce visitors to the delights of Snowsports. All the children attending the Kindergarten were presented with World Snow day T shirts, and happy faces abounded.

An Air Bag allowed freestyle skiers full range, and provided a wonderful spectacle to compliment all the other activities which included a ski jumping hill imported from Norway just in time for the day.

Tubing provided great fun for all, adults and children alike keeping a steady flow of shrieks and yells proving there is a child in us all.

The local Dublin Radio Station, 98FM broadcast directly to the city from their road-caster which was based at the slope all day, providing commentary and music which helped to create a great atmosphere, and encouraging citizens of Dublin to come and join the party.

Refreshments including bratwurst sausages, chimney cake, sweets, with soft drinks and hot chocolate were available, to keep energy levels up, and the Festive atmosphere was aided by colourful balloons.

As darkness fell, the floodlights came on and the festival continued until it was time to close with a spectacular Firework display, lighting up the night sky.

All in all a highly successful day, with over 2,000 visitors, and over 400 took the opportunity to be introduced to the experience and delight of taking part in snow sport activities. There was also a free draw for all who registered with two prizes of €150 vouchers for classes at the club.

The festival certainly brought the joy of Snowsports to Ireland, and we hope that many more 'kidz' from Ireland will encourage their families to join in.