

Reporting World Snow Day 2015

Prize & Gifts

At the end of the day every child received a personal medal as a memory of the World Snow Day 2015 in Grächen. Also every child get a little gift after the ski race. The gifts sweets. In context of the big competition of Toblerone the winner get a 4.5kg chocolate of Toblerone.

Event Organization

The 4th World Snow Day was organized of the Touristische Unternehmung Grächen AG in cooperation with a lot of volunteers and partners.

For a successful World Snow Day all participants in the recent years and also the participants of the other events which were organized by Grächen in the recent years received an e-mail with the flyer of the World Snow Day in Grächen. Also we distributed the flyers in the schools of the region and all households in Grächen and St. Niklaus, switched advertisement in the regional newspapers, placed posters in the region and we posted the World Snow Day on our social media channels and also on our website graechen.ch with a direct application form.

At the beginning of the World Snow Day all children received from their group leader the FIS rules in child-friendly form. So the children were perfectly prepared for the day.

Suggestions on World Snow Day

The support in marketing of the World Snow Day by the big partners such as Switzerland Tourism and his partners (ex. Coop with the platform hellofamily) or the new partner Audi should be strengthened. Due to the enormous communication power the World Snow Day and the individual organizers can benefit and more children and young people could inspired for snow sports.

