



Snowboard
Club Perú



WORLD SNOW DAY

EVENT REPORT 2021




CELEBRATED IN THE PERUVIAN SAND DUNES



OASIS HUACACHINA, PERÚ



**Snowboard
Club Perú**

A group of children wearing snowboard gear, including helmets and vests, are sitting on the sandy ground next to a small pond. Some children are standing in the water, while others are sitting on the sand. In the background, there are palm trees and a sandy area. A sign is visible in the foreground.

Snowboard Club Perú
celebrated this event as part
of the sport talent
recruitment program, through
which the most motivated
children are identified to follow a
3-month training project
together with our team.

After the project, the club selects
those who will be part of the
junior team. In the future, they
will be considered to make trips
to the snow and practice
snowboard.



The **WSD2021** began with a contest for assembling snowmen in the sand, where children from 7 to 14 years old let their imaginations run in the surroundings of the Huacachina lagoon. 12 boys and 3 girls participated competing and helping each others. The winner was Camila (8 years old).





Sports equipment and sandboard classes were offered **free of charge** for those registered for the event previously. There were 3 instructors (Victor Chávez, Aldahir Herhuay and Arlene Ovalle) who taught 15 children in total, following the protocols to respect social distancing.





At the end of the afternoon, diplomas were handed out to the participants, recognizing in each one of them an **aspect that made them unique during the day**. The most persistent, the most collaborative, the one that improved the most, the one that made the most runs, among other aspects.

15 CHILDREN (12 boys -3 girls)

3 INSTRUCTORS (2 male – 1 female)

5 PARTNERSHIPS FOR THE EVENT

(1 local government– 1 regional government– 2 companies – 1 local school)

0 COST FOR PARTICIPANTS

1,000,000 PRECAUTIONS DUE COVID-19



PARTNERSHIP TO ORGANIZE THE WORLD SNOW DAY 2021



ENGAGING WITH LOCAL SCHOOL



INABIF (Program from the Ministry of Peru for Vulnerable Populations) delivers 'home schools' for kids in the Ica region. Snowboard Club Perú has the alliance to involve their students in physical activities weekly.

USING THE WORLD SNOW DAY DIGITAL TOOLKIT

OFICIAL INVITATION



SITE'S POSTERS



DIPLOMAS

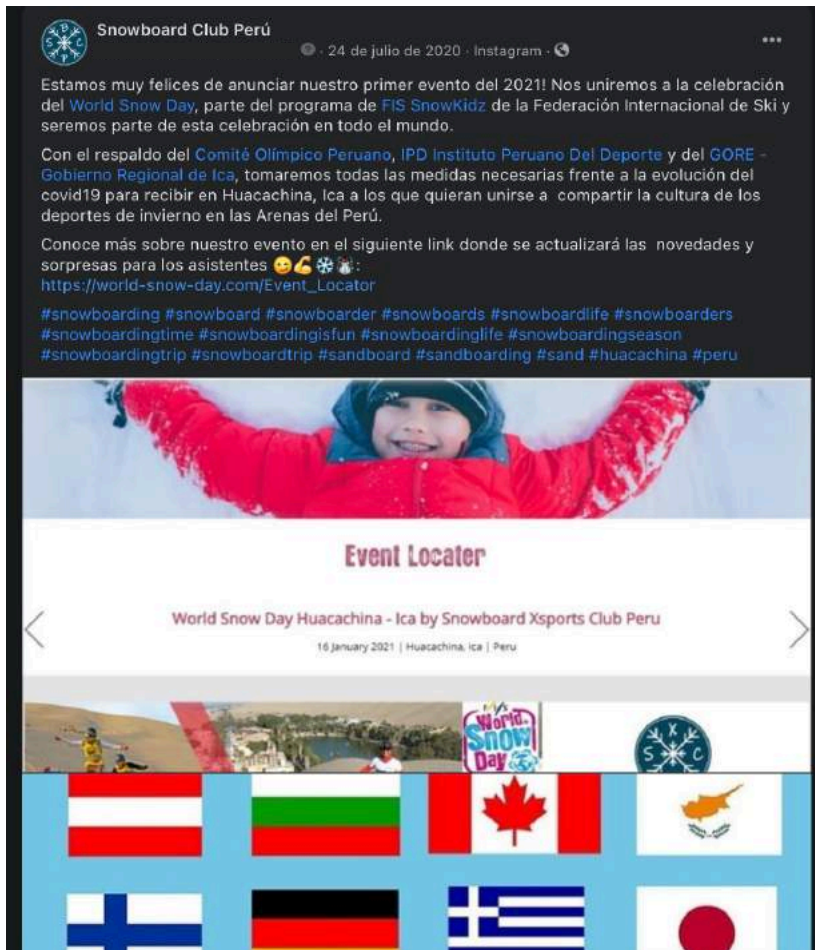


STICKERS FOR PARTICIPANTS

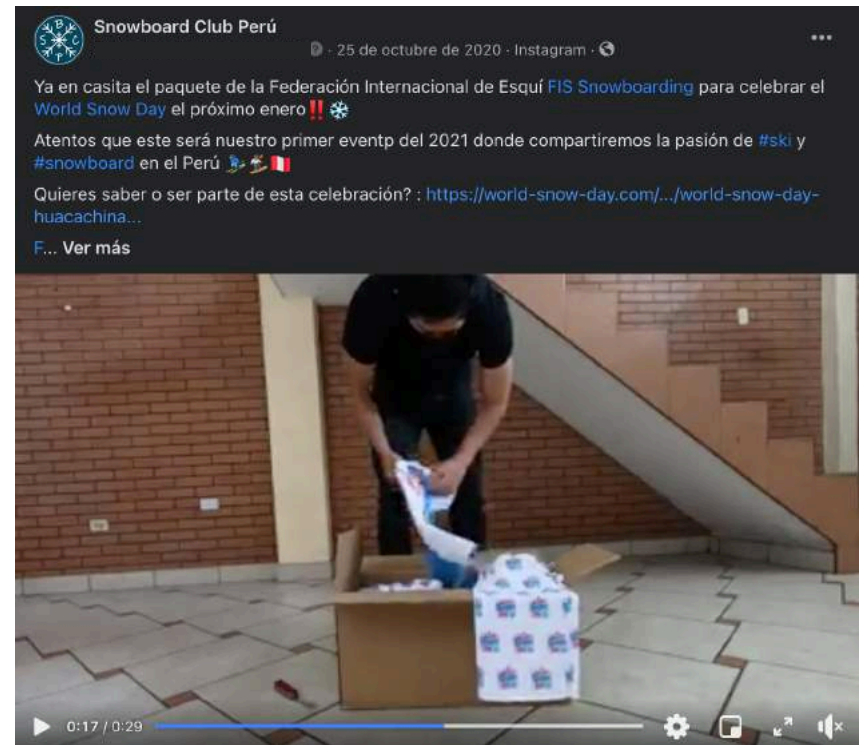


PROMOTION ACTIVITIES

First WSD event registered in Perú

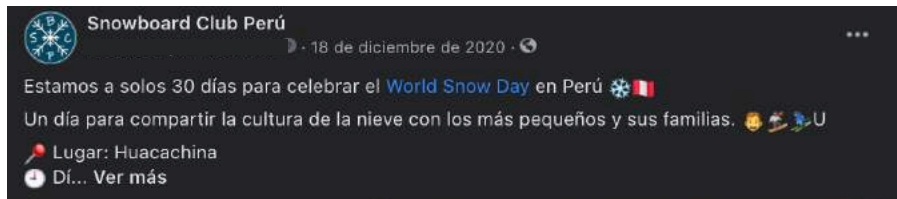


Video: Unboxing the package

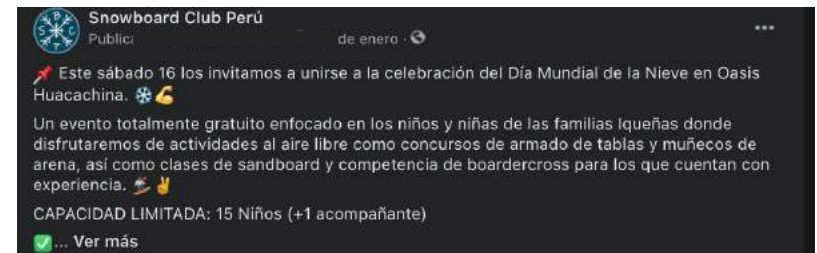


PROMOTION ACTIVITIES

Countdown!! 30 days to go !



Sharing the link to register and attend the event



PROMOTION ACTIVITIES

Press release from the official website



Snowboard
Club Perú

INICIO

CORREDORES

PROGRAMAS

NOTICIAS

CONTACTO

DÍA MUNDIAL DE LA NIEVE EN LAS ARENAS DE PERÚ

La celebración del día mundial de la nieve es parte del programa *Bring Children to the Snow* de la [Federación Internacional de Esquí](#), para que los niños y sus familias disfruten de la nieve. En la edición del 2021, participarán 47 países en todo el mundo, organizando más de 350 eventos el próximo 17 de enero.

El coordinador FIS del programa, Andrew Cholinski, declaró que *"Nos complace tener tantos organizadores y fanáticos que se dedicaron a albergar eventos este año a pesar de los desafíos. Muchos han dicho que el Día Mundial de la Nieve se ha convertido en una fuente de felicidad y esperanza. Como tal, publicamos una serie de pautas de Covid-19 y decidimos seguir adelante"*.



DIFUSION ON MEDIA

Magazine: Perú Deportes “Snow in huacachina sand’s dunes”



Link:
<https://www.perudeportes.pe/>

Digital News: Zona Mixta Perú “Like was snowing in the desert of Ica”



Link:
<https://zonamixtaperu.com/2021/01/19/snowboard-como-si-hubiera-nevado-en-el-desierto-de-ica/>

ORGANIZER TEAM



Snowboard
Club Perú

**ALDAHIR
HERHUAY**
Instructor



**ALEJANDRO
VELIZ**
Director



**VICTOR
CHÁVEZ**
Head - Instructor



**ARLENE
OVALLE**
Instructor





Snowboard Club Perú

Contact information:

Alejandro Enrique Veliz Sánchez
Co-Founder and Director

Email: alejo@snowboardclubperu.com
Cel.: +51 962 053815

www.snowboardclubperu.com