



## Canada Officially Claims Title

“World’s Largest Snow Program for Kids”

FOR IMMEDIATE RELEASE

Oberhofen, 4. January 2017 - The title of World’s Largest Snow Program for Kids is not an easy achievement. Over the last three seasons, SnowKidz and World Snow Day have seen the development of enormous and successful nationwide programs such as Finland’s Lasten Lumipäivät (22 Actions), China’s World Snow Day (26 actions) Sweden’s ALLE PA SNO (43 actions), Austria Snow4Schools program (98 actions) Latvia’s World Snow Day (104 actions), and the previous record holder, Norway’s Apen Bakke (115 actions). Now Canada will take the title thanks to the Canadian Ski Council’s *Grade 4 & 5 SnowPass Program*.

Since the 1997/98 season, 150+ ski areas across Canada and over half a million Canadian children have come together to offer Grade 4 and 5 students the opportunity to ski and snowboard 3 times at each of the participating ski areas. To obtain the Grade 4 & 5 SnowPass, parents login online at [www.snowpass.ca](http://www.snowpass.ca), complete the application form, provide proof of age or grade, pay a small administration fee of \$29.95 and within a few days a pass that provides their child with three free lift tickets at each of the 150+ ski areas will arrive in the post. Once the pass is obtained, parents may visit any of the 150+ participating resorts and redeem their child’s day pass. Only three resorts carry blackout dates and a handful carry a restriction of one paying adult.

Canadian Ski Council President and CEO Paul Pinchbeck commented, “The Grade 4 & 5 SnowPass is the foundation of the Canadian ski industry’s commitment to growing skiing and snowboarding in Canada. The data from this program has demonstrated that bringing kids to the snow is an effective method of creating life-long snow sports enthusiasts within the whole family group.”

FIS President Gian Franco Kasper added the “Grade 4 & 5 SnowPass Program sets a global benchmark for improving access for children to snow sports. This is a well-deserved title and many other countries can learn from these best practices.”



## **About FIS**

FIS is the governing body for international skiing and snowboarding, [founded in 1924](#) during the first Olympic Games in Chamonix, France. Recognized by the International Olympic Committee (IOC), FIS manages the Olympic disciplines of [Alpine Skiing](#), [Cross-Country Skiing](#), [Ski Jumping](#), [Nordic Combined](#), [Freestyle Skiing](#) and [Snowboarding](#), including setting the international competition rules. Through its 128 member nations, more than '500 FIS ski and snowboard competitions are staged annually. Specific initiatives are undertaken by FIS to promote snow activities as a healthy leisure recreation, [notably for the young](#). For more information, please visit [www.fis-ski.com](http://www.fis-ski.com)

## **About the Canadian Ski Council**

Founded in 1977, The Canadian Ski Council is dedicated to increasing participation snowboarding, alpine and cross-country skiing in Canada. To that end, the Council has identified four main areas of emphasis for its activities. Marketing, Advocacy, Communication and Research are the backbone of the CSC platform.