



FIS SnowKidz Fact Sheet

What is SnowKidz

- It is an international communications platform to inspire families globally to bring their children to the snow
- It is an all year program designed to support Organisers in their efforts to bring children to the snow
- It is platform to connect the various stakeholders in snow sports

Why SnowKidz has been established

- To increase youth participation in snow sports
- To support and encourage involvement in snow sports, together with industry stakeholders
- To bring newcomers to snow whilst offering extra value to those who already participate

What are the goals of SnowKidz

- Enable children and families to discover the fascination of snow sports through special Events around the world.
- To teach children how to preserve the snow for future generations
- To teach children how to be safe on and off the snow
- To show Children and their families the health benefits of snow sports and physical activity

Fast numbers

- **33** Participating countries.
- **3** global partners: Audi, Federation of the World Sporting Goods Industry (WFSGI), European Sporting Goods Federation (FESI)
- **9** nationwide programs
- **12** Events in major cities
- **382** Event Organisers
- **1'456** FIS SnowKidz events have taken place
- **5'800** average website visits per month
- **1.3** tonnes of event materials distributed globally
- More than **15'000** persons reached on social media weekly.
- Over **740'000** participants since the programs inception
- More than **500'000** participants at the largest event