



SnowKidz Fact Sheet

What is SnowKidz?

- The first phase of the International Ski and Snowboard Federations, Bring Children to the Snow campaign
- It is an international programme to support organisers to host events and actions to bring children to the snow
- A communications platform for the public and industry to understand and engage the work being done to introduce a new generation to snow sports

Why has SnowKidz been established?

- To increase youth participation in snow sports
- For FIS to directly connect and support the grassroots of the sport
- To connect the snow sport industry with the grassroots of the sport
- To create, test and implement tools that tackle the issues such as safety and sustainability in snow sports

What are the goals of SnowKidz?

To be achieved by: 2025

Goal 1: To have an accumulated total of 6000 events and actions across 45 countries

Goal 2: To average an 85% retention rate of events and actions

Goal 3: To have had 100 events with environmental activities inside their event program.

Goal 4: To have had 100 events with safety activities inside their event program.

Fast numbers

- **5.5** tonnes of event materials distributed globally
- **6** global partners: Fischer, Nitro Snowboards, Neveplast, Intersands, Special Olympics and the International Federation of Ski Patrollers
- **9** nationwide programs
- **12** events in major cities
- **59** participating countries.
- **393** event Organisers
- **5'296** events and actions since 2009
- More than **500'000** participants at the largest action
- Over **4.5 million** participants since the programs inception