



FOR IMMEDIATE RELEASE

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Fischer Sports GmbH and FIS Partner for Bring Children to the Snow

The International Ski and Snowboard Federation (FIS) is pleased to announce that Fischer is a new partner of the Bring Children to the Snow programme.

Founded in 1924 in Austria's Ried im Innkreis, Fischer is the global leader in Nordic Skiing and one of the world's leading brands in Alpine Skiing, known for innovation and cutting-edge technology. The company employs nearly 2,000 individuals who all share a passion for and dedication to winter sports.

Bring Children to the Snow is the FIS flagship programme to bring the next generation to snow sports. Through its two programmes, SnowKidz and World Snow Day, over 9,000 events and activations have taken place with more than 7.4 million participants. While its primary goal is to bring new kids to snow sports, the campaign also is active in the areas of sustainability, health and safety.

As part of the evolution of the campaign, Bring Children to the Snow launched a new feature known as the "SnowKidz Shred Park".

The SnowKidz Shred Park is an all-in-one package which lets users put up a miniature kids ski and snowboard area and provide free lessons. The Shred Parks can operate in both summer and winter, are mobile and can be constructed in almost any resort, village or city.

The partnership with Fischer will focus on the SnowKidz Shred Parks to improve the quality of the materials provided to hosts and the Shred Parks promotion. In addition, FIS together with Fischer Sports will also develop a Cross-Country specific version of the SnowKidz Shred Park.

FIS Secretary General Michel Vion commented *"Like FIS, Fischer supports bringing a new generation to skiing. The partnership is a natural next step in the development of our Bring Children to the Snow programme. We look forward to taking the programme and its activities to the next level with Fischer."*

Fischer CEO, Franz Föttinger added *"We put a big focus on youth development and the right support, not only through suitable products and investments in junior racing, but also through projects like the FIS SnowKidz Shred Park. We hope to ignite enthusiasm among the younger generations through such joint actions and to support them in the best possible way"*



to get outdoors, get active, get to know skiing and fall in love in the sport we hold dear.“

The partnership between Fischer and FIS will last through the 2024-25 season.

For more information on Fischer visit: www.fischersports.com

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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.