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Sweden wins back-to-back SnowKidz Awards

Sweden's Everyone on Snow has won the 2022 SnowKidz Award.

This year's Award marked the 7th edition of the competition. The SnowKidz Award is given every two years and recognizes the best actions to bring children to the snow from around the world. Winners of the Award not only take home a financial reward, but also the title of "World's Best Kids Snow Programme".

For the SnowKidz Award 2022, nine nominations from nine countries entered the competition. The participating countries were Andorra, Finland, Germany, Netherlands, Peru, Spain, Sweden, Switzerland and the USA. This year's field saw a wide variety of activities each with their own approach to bringing children to the snow.

SnowKidz Award judge Satu Kalajainen commented *"Each edition of the Award becomes increasingly difficult to judge. The standard of the projects is already high but Organisers continually find ways to improve."*

The Everyone on Snow road to victory was thanks to the program's direct and simple approach. That is, provide Swedish school children in grade 4, transport, lessons, equipment and access to their local ski slopes for one day. To boost the engagement, students from other local high schools are invited to lead programs. This formula proved to be robust particularly in recent years as the programme successfully managed Covid-19. For 2020, no events were staged. However, in 2021 with a small series of events the Organising team achieved a result of over 15'000 students. In 2022, Everyone on Snow returned to full capacity and saw more than 21'000 participants across 56 municipalities.

Finland's Snow Moves! produced another strong nomination. Various improvements to the program, particularly in communication, gave it a score of 212 and second place.

Newcomers Shred Kids took the field by surprise. Based in Germany, Shred Kids hosts an annual tour throughout the country. At each session, children receive free lessons, lift passes and discounted equipment. The program's extensive tour and support from partners gave the Organisers a score of 181 to take third place.



FIS Secretary General Michel Vion added *“Taking into consideration that these projects had to navigate the Covid-19 pandemic, it’s incredible to see the results they have achieved. My congratulations to all the nominees and winners.”*

For the full list of results from the SnowKidz Award 2020 visit:

<https://snowkidz.com/en/Service/awards>

For more information contact:

Andrew Cholinski

Coordinator Bring Children to the Snow

snowkidz@fisski.com

+41 (0) 33 244 6161

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.