



Dinoski and FIS join forces for Bring Children to the Snow

FOR IMMEDIATE RELEASE

Oberhofen, 7th August 2019 – Up-and-coming kids' outerwear manufacturer Dinoski and FIS will join forces for the next season of Bring Children to the Snow.

Launched in 2018, Dinoski was founded by three friends Will Chapman, Matt Martin and Ed Lewis Pratt. The company's mission is to remind everyone how great the great outdoors really is. To achieve this, Dinoski produce exciting ski and snowboard outerwear for kids, recruiting the help of famed children's illustrator Jane Foster to create a character and storybook for each of their kids ski suits. To date the company has sold over 1'200 units and in the coming years will be expanding their collections in attempt to become the number one kids adventure brand worldwide.

"Dinoski and Bring Children to the Snow share the same goal, to bring kids to the snow and make it fun. It is a perfect partnership that fits both parties well," commented Bring Children to the Snow Coordinator Andrew Cholinski.

For the 2019/2020 season Dinoski and FIS will focus efforts on World Snow Day. The action will see a special giveaway for fans of World Snow Day in which two Dinoski suits will on offer to entrants.

Dinoski's King of the Wild, Will Champman commented "This is a special partnership which brings to life everything that we stand for and we're very excited to see it develop."

For more information on Dinoski visit www.dinoskiwear.com

Visit www.snowkidz.com now to find out more!



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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.