



Sweden Wins Worlds Best Kids Snow Programme

Sweden wins SnowKidz Award 2020

FOR IMMEDIATE RELEASE

Oberhofen, 1st June 2020 – With a record 321 points the title of “Worlds Best Kids Snow Programme” goes the Everyone on Snow from Sweden.

To bring children to the snow, Everyone on Snow employs a simple but effective formula. That is, provide Swedish school children in grade 4, transport, lessons, equipment and access to their local ski slopes for 1 day. To boost the engagement, students from other local high schools are invited to lead programmes.

The formula has yielded good results over the past years which allowed Everyone on Snow to achieve a 2nd place finish in the SnowKidz Award 2018 and 2016 and a top 5 finish in the years previous. But it was the steps taken in the last two years which allowed Organisers to clear the final hurdle and achieve the win. After finishing 2nd in the SnowKidz Award 2018, Organisers took their winnings, invested them back into the programme, consolidated their offering to schools and most importantly expanded their communications. Within a short space of time the programme went from an average of 34 events per season to over 50. These efforts were clearly noted by the SnowKidz Awards independent judging panel and rewarded accordingly.

But the decision to Award the 1st prize to Everyone on Snow did not come easy. As in the past two editions of the Award, Everyone on Snow faced stiff competition from Scandinavian neighbours Finland with Snow Moves! and this time was also challenged by Greece with their ever impressive Seek a Snowflake Tour. Like Everyone on Snow, Snow Moves! and Seek a Snowflake also provide the opportunity for school children to try snow sports. Both programmes showed strong growth over the last two years and in the end the judges could not separate the two. Both Snow Moves! and Seek a Snowflake earned 293 points respectively and as such 2nd and 3rd place were a draw.

FIS President Gian Franco Kasper commented “With each edition of the SnowKidz Award we are more and more impressed by the efforts of snowsports stakeholders to bring children to the snow. My congratulations to Sweden and to all the nominees and countries who participated in the SnowKidz Award 2020.”

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.