



FOR IMMEDIATE RELEASE

12th edition of World Snow Day ready.

Oberhofen, 11th January 2023 – In 2012, FIS together with snow sports stakeholders around the world held the first World Snow Day. Now, the event will celebrate its twelfth edition, this Sunday the 15th January 2023.

The aim of World Snow Day is to bring a new generation to snow sports. To achieve this aim, FIS works with all types of snow sports stakeholders including lift and cableway companies, ski and snowboard schools, ski and snowboard clubs, National Ski and Snowboard Associations, government departments, non-government bodies and many more to host events and actions that are designed to lower the barriers of entry to snow sports. To date, over 4'500 World Snow Day events have taken place with more than 2.7 million participants.

For this edition of World Snow Day 141 events in 44 countries have been scheduled. These events include free lift passes and equipment rental at Skistar resorts Sälen (SWE), Åre (SWE), Vemdalen (SWE), Trysil (NOR) and Hemsedal (NOR), free lessons for children and adults in St. Moritz (SUI), free lift passes for children and adults in Aletsch Arena (SUI), discounted lift passes for kids at Dagmar Ski Resort (CAN), discounted lift passes and free lessons at Levi Ski Resort (FIN), free ski and snowboard lessons by 11 ski and snowboard schools throughout Poland, free ski lessons in Pe Yongchang (KOR), free sandboarding lessons in Chachalacas (MEX), free sandboarding lessons in Huacachina (PER), kids safety day and free lift passes in Furano (JPN), discounted kids ski lessons and snow day at Ski Dubai (UAE), free ski lessons and lift passes at Ski Egypt (EGY), half price lift passes for kids in Kopanik and Tornik (SRB), kids snow festival in by the Planica Nordic World Championships Organising committee in Kranskja Gora (SLO) amongst many others. To take advantage of all these offers and events, parents need only to head to www.worldsnowday.com and find the nearest event to them. The majority of events do not need prior registration but for those that do, registration can be done via the World Snow Day website.

“The future of our sports rests with the next generation. We must give them access to our sports and World Snow Day events do just that.” said FIS Secretary General Michel Vion.

As well as the events, Organisers of World Snow Day will this year be vying for the World Snow Day Awards. Four categories make up the Awards with the top prize of “Best World Snow Day” carrying not only the title but also 10'000chf in prize money. Winners of the World Snow Day Awards will be announced in May 2023.

For more information on World Snow Day visit www.worldsnowday.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 135 member nations, more than 7'500 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.