



FIS and ISIA Join Forces

FOR IMMEDIATE RELEASE

Oberhofen, 8th December 2020 – Since the inception of Bring Children to the Snow, ski and snowboard schools around the world have joined to stage events/actions to bring children to snow sports. In fact, ski and snowboard schools account for 38% of the Bring Children to the Snow Organisers making them one of the largest groups in the campaign. To enhance the progress of ski and snowboard schools, FIS will now enter into a partnership with the International Ski Instructors Association (ISIA).

ISIA is the world body for professional ski instructors. Formed in 1971, ISIA is currently comprised of 37 member nations and is the reference body for ski and snowboard instruction around the world. Together with the FIS, the partnership will focus on the following areas:

- Communication of best practices to bring children to snow sports
- Provide current materials and develop new materials which make environmental conservation, communications of the health benefits of snow sports and safety easier for ski and snowboard schools
- Engagement of more ski and snowboard schools in the Bring Children to the Snow campaign

ISIA President Dr. Vittorio Caffi said *“The official collaboration between FIS and ISIA represents a great step forward for the world of snow sports: the two organizations together can actually make a difference, promoting our sports in a responsible and effective way. Our members are looking forward to sharing experiences and working close together.”*

FIS President Gian Franco Kasper added *“FIS has been fortunate to have a close connection with ski and snowboard instructors around the world. This formal partnership strengthens those relationships and will create new ones. We are looking forward to working together further.”*

The partnership will commence in 2020 and last for a duration of 3 years.

For more information about ISIA click here: www.isia.ski

For more information about FIS click here: www.fis-ski.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.