



## **Zaugg and FIS extend partnership to Bring Children to the Snow**

FOR IMMEDIATE RELEASE

Oberhofen, 19<sup>th</sup> July 2021 – FIS is pleased to announce that Zaugg has extended its cooperation with FIS to now include the Bring Children to the Snow campaign.

Based in Eggiwil (SUI), Zaugg AG has grown to be the global leader in the development and manufacturing of high-quality equipment for municipal infrastructure management, clearing snow on roads, slopes, airports, rail and the production of ski resort fun park management.

Bring Children to the Snow is the key initiative introduced by FIS to promote snow activities as the healthy recreational activity for children and youth in winter. The campaign consists of two primary events, FIS SnowKidz and World Snow Day. It encourages newcomers to enjoy snow activities whilst adding additional value to those who already participate in the snow sports. The primary target group for the campaign is children between the ages of 4-14 and their families. To date 9'016, events and actions have taken place in 53 countries with over 7'000'000 participants.

Zaugg CEO Rene Mannhart said "It is important to get today's children excited about tomorrow!"

FIS Bring Children to the Snow Coordinator Andrew Cholinski added *"Zaugg has a long history in snow sports and snow management. This partnership will carry on that tradition and ensure a that there continued to be a strong bond with the next generation of snow enthusiasts."*

For more information on Zaugg visit: [www.zaugg.swiss](http://www.zaugg.swiss)

Visit [www.snowkidz.com](http://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](http://www.fis-ski.com).