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2010 left us with many special memories of great achievements on the world's slopes, tracks and hills and the New Year 2011 promises to be equally spectacular for all Friends of Skiing. By means of this January 2011 newsletter, we wish you all the best for the New Year, including much joy with SnowKidz at the World Cups and all the main FIS title competitions!

SNOWKIDZ AT THE WORLD CUP



SnowKidz almost always present in Nordic Combined events

Great importance is placed on promoting the FIS "Bring Children to the Snow" campaign at the DKB FIS Nordic Combined World Cup venues this season. In Kuusamo, Ramsau, Schonach and



Seefeld there was always a "SnowKid" walking alongside each of the top ten athletes during the traditional "Walk In" after the ski jumping competition. Additionally, the SnowKidz accompanied the top six athletes at the awards ceremony of Saturday's competition in Ramsau and in Schonach the SnowKidz even participated in the official bib draw. A total number of 50 children participated in the beforehand mentioned events.

The "Bring Children to the Snow" campaign has been well received by athletes and spectators alike. "This is a great thing," said Jason Lamy Chappuis, "it is an investment in the future of winter sports." In 2010, Chapman donated the award to a "SnowKid" after his second victory in Ramsau. "I would have done the same this year but unfortunately I did not win," he chuckled.

Even the organizers of the FIS World Cup races are content with the initiative. "With the SnowKidz we speak to the children, lead them closer to the sport and bring them together with the superstars - all this is only positive," said the mayor of Seefeld and OC-CEO Werner Friess.

In Chaux-Neuve (22nd & 23rd January 2011) and Lahti (11th & 12th March 2011) the SnowKidz will again be in action - hoping that they will become the Nordic combined athletes of the future.

SnowKidz meeting points at Cross-Country events

The SnowKidz were on tour at the Cross-Country World Cups during the Tour de Ski, but also in Toblach and Liberec. This week-end on 22nd & 23rd January 2011, SnowKidz meeting points are planned in Otepää, a popular skiing resort located in southern Estonia.

Overall, the local organizers were happy with the outcome and the involvement of the children at the SnowKidz meeting point events. The SnowKidz campaign seems to be very popular among children and spectators.

FIS WORLD CHAMPIONSHIPS WITH SNOWKIDZ INVOLVEMENT



9th FIS Snowboard World Championships, La Molina 2011

The opening ceremony and the big air competition of the FIS Snowboard World Championships in La Molina, were staged in the heart of the city of Barcelona, Spain. It was



the first Championships of the 2010/11 season. Up to 5'000 SnowKidz were involved in La Molina. The children attending the sports festivities were able to participate in a special program centered around the idea of "Bring Children to the Snow".

A "Snowzone" was built up in close proximity to the village zone and the venues for halfpipe, parallel giant slalom and snowboard cross. A program coordinator accompanied by animators and volunteers was on-site getting children involved in game activities and animations. At the same time promotional material and merchandising, especially geared to children, was distributed. School programs brought the children from the region and Catalonia to the event sites where they were able to experience and witness their role models competing in the different disciplines.

FIS Freestyle, Alpine and Nordic World Championships to follow

The next FIS title competition will be the FIS Freestyle World Ski Championships in Deer Valley (USA) taking place from 30th January to 5th February 2011, followed by the FIS Alpine World Ski Championships 2011 in Garmisch-Partenkirchen (GER) from 8th to 20th February 2011. Finally the Nordic World Ski Championships in Oslo (NOR) will be held from 24th February to 6th March 2011. The SnowKidz will certainly be an important part of the action at these three upcoming championships!

INAUGURAL WORLD SNOW DAY - ONE YEAR TO GO!



The planning for the inaugural World Snow Day is well under way. This Saturday marks one year until the annual snow festival taking place simultaneously on a single weekend throughout the world will be staged on 22nd January 2012.

Following the motto of 'Explore, Enjoy and Experience', it will offer the chance to have fun in and on the snow. The World Snow Day aims to support and encourage the involvement from children and families alike with the goal of creating a new channel to reach the younger target groups and to bring newcomers to snow whilst offering something special to those who already participate.

The concept for World Snow Day is being developed by FIS in consultation with other organizations involved in snow sports, such as the National Ski Associations, their ski clubs and event organizers, ski schools, ski industry, tourism organizations, mountain lift associations and many more, in order to tackle the general decline in youth participation in snow sports.

FIS will provide a central online platform at www.world-snow-day.com with ideas and promotional opportunities to communicate the various stakeholder activities. For Organizers of World Snow Day activities, it offers the chance to be part of something international which embraces all players in snow sports.

Don't miss out on the chance to invest in the future and to help create momentum for snow sports. Stay tuned for updates on the World Snow Day in upcoming FIS "SnowKidz" newsletters.....

For feedback and further information, please email: [worldsnowday\(at\)fisski.com](mailto:worldsnowday(at)fisski.com).

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To provide feedback on the Bring Children to the Snow campaign, the FIS SnowKidz project or to contribute your news, please contact Trude Edvardsen at snowkidz@fisski.com.

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