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We hope you enjoyed the 2010/11 winter season that is wrapping up in all disciplines. As always, we appreciate your feedback to this March 2011 newsletter or also any previous ones - please send your comments to snowkidz@fisski.com.

FIS



With dwindling numbers of children finding their way to the snow, the FIS Alpine Worlds 2011 in Garmisch-Partenkirchen provided a perfect opportunity to involve kids and get them fired up for skiing. As part of the FIS SnowKidz project, the GAP2011 organizers selected 15 kids from the local ski clubs to participate in each of the four bib draws, which took place Friday and Saturday nights in the two weeks of the Championships from 8th - 20th February 2011.

These kids aged 6-10 years had a chance to meet their stars on the stage and also have their photos taken both with the athlete drawn and all the participating athletes and kids. Everyone seemed real happy at the bib draws; starting with the kids, who got a chance to spend some quality time with their idols and were able to ask them questions, but also the athletes themselves who appreciated to look down into children's eyes that seemed to outshine the lights used on stage, expressing gratitude and reverence at the same time.



MORE THAN 200'000 CHILDREN PARTICIPATING IN OSLO 2011



The 2011 FIS Nordic World Ski Championships in Oslo will be remembered as spectacular championships attracting masses of spectators in Norway, the birth land of Nordic Skiing. The atmosphere at the new Holmenkollen National Arena was simply unforgettable, especially also for the 9226 kids who participated in the Children's Worlds Day at Holmenkollen.

"It's amazing to see so many children in the arena just a week after the same venue was full of the world's elite. It's just the way we want it, thousands of children skiing," said the smiling organizer and Secretary General of Skiforeningen (the Foundation for the Promotion of Skiing), Bente Lier. Many of the young participants were enjoying the trails with fresh memories of their idols', mostly Marit Bjoergen and Petter Northug, successes.

The Skiforeningen has hosted the Children's Holmenkollen since 1973 and the former participant record at Children's Holmenkollen was from 2002 when there were 9175 children with bibs on skis. On the occasion of the FIS World Championships 2011 in Oslo, this year's event was called the Children's World Championship Day. In addition to

Holmenkollen, the Children's Worlds Day was also carried out at several other locations in Norway simultaneously.

The 1700 school children, who participated in the Opening Ceremony at Holmenkollen and for that occasion got a day off from school, are also unlikely to forget the FIS Nordic World Ski Championship 2011. Their visit to Oslo 2011 began with hot dogs and black currant toddy before dancing to the WSC song and watching the ladies' Cross Country 10 km.

Regardless of the weather, spectators amongst them many kids made their way to the venues, day in and day out. The campaign 'Aktiv til VM aimed at letting 200'00 youth and children take part in different activities ahead and during Oslo 2011. The children, even those without strong skiing traditions, had the chance to experience and explore snow and take home great memories. The initiators of the campaign - the Organizing Committee for Oslo2011, The Norwegian Ski Association and the local ski association in Oslo 'Skiforeningen' - were highly satisfied with its outcome.

'It has been absolutely fantastic to see so many children being active during not only before and during but also after the Nordic Ski Championships', said a very happy Åsne Havelid, CEO of the Organizing Committee.

SNOWKIDZ PARK IN THE CITY OF GOTHENBURG (SWE)



In an attempt to facilitate the access to snow for children in the area in and around Gothenburg, Sweden, the local Ski Association invited children and families to a snow festival taking place over two weeks in February by building a snow park in the middle of the city.



As fewer and fewer children find their way to the snow and schools have reduced opportunities to take them to the ski resorts in the west of Sweden, the Gothenburg Ski Federation, in cooperation with other organizers, wanted to give as many children as possible the opportunity to get in contact with winter sports. With support from the Swedish Ski Association, the organizers realized this pilot project, which had its opening on 5th February 2011.

Children and youth, aged 6-12 years, tried cross-country skiing on a nearly 300 meter track. On the 2 meter high and 20 meter long alpine slope, they were able to try out alpine, cross-country or freestyle skiing. Even ski jumping, ice skating and floor hockey were possible sports on offer and everything for free!

"With help from a container that was covered with snow, we were able to build a two meter high and nearly 20 meter long alpine slope," said Johan Engström, one of the organizers. Thanks to the 'ice scrape' from the skating rink the organizers were able to get enough snow to the venue.

Johan Engström added: "The plan is to expand the event, to make it a little bit bigger each year. While we are working with this project more and more opportunities will come up, how to create a similar snow park in city centers everywhere. A snow park concept has now been created and we are also looking for possibilities to take our concept to other cities."

"It seems the 'SnowKidz city parks' are a successful way for bringing children to the snow!"

Please look [here](#) for an amateur video from the park.

FIS SNOWKIDZ WINTER PARK FESTIVAL AT DOWNTOWN LAHTI



As a warm up to the Lahti Ski Games taking place from 11th - 13th March 2011 in Lahti (FIN), the FIS SnowKidz started the Ski Games in downtown Lahti a month before the big event is kicked off.

For the Lahti SnowKidz project, which was launched on 13th February 2011, a cross-country



track, ski jumping hills and an ice rink were built for the children at the heart of the city. HS 5 and HS 2 ski jumping hills attracted a great number of children to try ski jumping, some of them did it for the first time. Hundreds of spectators cheered for the brave ski jumpers, ages 2-12 years. This was the first part of the Lahti SnowKidz project lasting a whole week with every day having a different theme. The ice hockey for example took place with the Pelicans, the local league team.

The second SnowKidz event including the 16th Lahti Children Winter Olympics and the 48th Lahti Ski Jumping Day was held on the 20th February at the Lahti Sports Center; which happens to be the same location where the Lahti Ski Games FIS World Cup events are always staged. This definitely made the event more memorable for the children as they skied and jumped at the same venue where their heroes will compete a few weeks later.

Over 600 hundred children with their parents and "service teams" gathered for the grand Winter Festival. The 16th Lahti Children Winter Olympics were free and open to everyone, regardless of age. "Race" distances were between 200m to 800m, including the ages younger than 4 years to over 9 years. At the finish, everyone got a medal for a magnificent performance. There were other very popular additional events such as horseback riding, skidoo and jumping hill (HS 2) testing.

At the end of the day, the 48th Lahti Ski Jumping Day was staged at the Karpalo Hills; the HS-points of the hills were between 6 and 38 meters. Some of the jumpers even jumped from the small hills with their own cross-country skies, but there were also some more experienced jumpers with the longest jumps going over 30 meters.

For the Lahti Ski Games 2011, a SnowKidz park with sliding hills, "snowbiathlon", KidsCorner, face painting and drawing contests among other things was put in place. The SnowKidz will attend athlete presentations and prize giving ceremonies. This past Saturday, a group of 100 SnowKidz performed a dance at the ski jumping stadium in front of 30'000 spectators.

Next year on 22nd January 2012, the official date of the WORLD SNOW DAY, the three above mentioned projects - Children´s Winter Olympics, City Center SnowKidz and Lahti Ski Jumping Day - will all be carried out together on the same day.

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