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Welcome to the May 2011 edition of the FIS SnowKidz Newsletter! We hope you like it and will enjoy its contents. As always, we appreciate your feedback - please send that to snowkidz@fisski.com.

SKI THE YOUNGSTERS AND THE YOUNG-AT-HEART

The winter season has finished. However, winter continues even after the winter season has finished. On the occasion of the 50th birthday of the ferry company 'Color Line,' family festivities took place on 5th May 2011 at the railway station in Kiel.

The German Ski Association filled the event with life in cooperation with the Norwegian Ski Association. They were supported by FIS SnowKidz, the Inline skiing company Powerslide and the ski school Kiel. A diverse range of activities was on offer and caused joy and ambition among the participants.

The focus of the event was the summer ski jumping hill provided by the Norwegian Ski Association. The young people and the young-at-heart were able to put their skills and courage to the test at the first Color Line Ski Jumping World Championships 2011.

Besides the ski jumping, the inline skiing course including the laser biathlon under professional supervision of the coach of the Hamburg Inline Skating school and with professional equipment of the company Powerslide was frequented with great enthusiasm by the people living in and around Kiel.

All children, who participated in the inline skiing activities received a commemorative certificate and a souvenir gift for participating.



The German Ski Association also presented the DSV school sports concept and held the award ceremony to congratulate the beaming winners for their successful performances at the ski jumping competition.

BRINGING CHILDREN TO THE SNOW: 2010/11 SEASON REVIEW



As part of the 'Bring children to the Snow' campaign, we have seen many great examples of activities this past season giving many children and youngsters a unique chance to try out different snow activities and meet their ski heroes at the FIS World Championships 2011 across all FIS disciplines.

The FIS SnowKidz were present at three different FIS World Championships in three different countries! In Snowboard, the World Champs took place in La Molina (SPA), whilst the FIS Alpine World Ski Championships were held in Garmisch-Partenkirchen (GER) and the Nordic athletes competed in Oslo (NOR), which was certainly one of the biggest highlights of this past season for the children. The FIS Nordic

World Ski Championships in Oslo allowed more than 200'000 youth and children to explore and enjoy snow sport and

take home great experiences ahead of, during and after the event.

Throughout the season, some dozen National Ski Associations and World Cup Organizers took advantage of the FIS SnowKidz event materials, including three tents, numerous beach flags and banners. The FIS office also supported several National Ski Associations and World Cup Organizers with promotional gifts in the official FIS SnowKidz design for ongoing youth and children projects.

After the 'Ten FIS Rules for Conduct for skiers and snowboarders' in the new FIS SnowKidz 'look' were finalized before the season started, they have already been implemented in several countries. Templates in three languages (En, Fr, Ge) are available and the international response has been very positive.

Last but not least, the electronic toolkit for the National Ski Associations on the SnowKidz website continues to grow. The number of visitors and requests for access information to the member section of the www.fis-snowkidz.com website has significantly increased during the last year.

WORLD SNOW DAY - REGISTRATION OPENS IN JUNE 2011

The countdown is on **to Explore, Enjoy and Experience** the best snow sports have to offer with the inaugural FIS World Snow Day, in only 241 days from today.

The aim of World Snow Day is to encourage a large number of children, their families and friends to participate in an annual snow festival involving various activities around the world. Although the day will officially be held on the 22nd January 2012, events will be carried out throughout the week leading up to that Sunday.



More detailed information on what World Snow Day is and how event organizers can participate is defined in the Event Planning Manual, which will be officially launched along with the website at www.world-snow-day.com at the FIS Calendar Conference in Portoroz on 1st June 2011. World Snow Day registration for local organizers will be opened at the same time.

The website will include an array of tools ranging from event locators to event profiles, World Snow Day messaging, event ideas and finally a live update system allowing event organizers to update their profile and keep everyone informed of their event's progress. It will therefore serve as the key promotional platform for World Snow Day and its event organizers.

Upon introduction of World Snow Day, positive international interest has been growing. Several nations are in process of planning activities in connection with the first World Snow Day in 2012. FIS has also concrete indications that several of the World Cup organizers as well as future FIS World Ski Championship organizers plan to include World Snow Day activities in their program as showcases for the first World Snow Day ever. At the moment, more than 20 FIS World Cup organizers have already confirmed activities for 22nd January 2012.

Be part of the inaugural FIS World Snow Day 2012 and let the youth, children and their families all over the world **Explore, Enjoy and Experience** the exciting element of SNOW!

WORLD SNOW DAY NEWSLETTER

The first World Snow Day Newsletter will be published after the FIS Calendar Conference in Portoroz in June 2011. Make sure to let us know of anyone we should be including on the distribution by sending an email to worldsnowday@fis-ski.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@fis-ski.com.

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