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By means of this December newsletter, the FIS SnowKidz wish all Friends of Skiing a very Merry Christmas and much fun in snow activities in the New Year!

REMINDER: FIS SNOWKIDZ AWARD DEADLINE COMING UP ON 31ST JANUARY 2010



The FIS SnowKidz award was launched to recognize and promote the best examples of bringing children to the snow in varying national circumstances. The deadline



for submitting the projects to compete for the first award to be granted at the 47th International Ski Congress in Antalya (TUR) in 2010 is coming up: The submissions are due by 31st January 2010 - do not to miss that!

Please remember:

- To use the proper application form
- Include a detailed project description
- Limit submissions to two projects per NSA
- Only submit currently ongoing projects or terminated projects not older than two years

The eight projects selected by the jury for the final round receive CHF 5'000 and a certificate. The winning projects receive additional CHF 10'000 (1st prize), CHF 8'000 (2nd prize) and CHF 5'000 (3rd prize).

For more information please see [here](#) or contact snowkidz@fisski.com

FIS SNOWKIDZ IN NORWAY



The Norwegian Ski Association is a **good example of how to take advantage of the FIS SnowKidz toolkit:** The FIS "Bring Children to the Snow" campaign



has been implemented into the Norwegian national children's program known as

Barnas Skiklubb in a great way:

During the FIS Cross-Country World Cup event in Beitostølen in November 2009, the FIS SnowKidz appeared for the first time in Norway. There were a lot of children taking part in the activities and the FIS "Bring Children to the Snow" video clip was shown on the video wall on site.

The aim of the Norwegian Ski Association is to reach 200'000 children with the various children's activities at World Cup and other national events before and during the FIS Nordic World Ski Championships 2011 in Oslo. Some of the activities include sliding in the SnowKidz area, face painting and a quiz with prizes to win. The FIS SnowKidz characters, Pinty, Slopy, Misty and Jib have been used in all printed material for events, school activities and ski clubs to motivate children and make it more fun. Banners, an activity book, diplomas, start numbers, welcome posters, stickers and invitation cards are some of the material available.

Helen Ingebretsen, head of department for education and children's activity at the Norwegian Ski Association, is totally convinced about the new FIS Campaign. "We all are trying to do our best in bringing children to the snow and keeping them there. The Campaign is a great way for us to share forces and get ideas from each other."

PINTY, SLOPY, MISTY AND JIB ON TOUR



Make sure not to miss Pinty, Slopy, Misty and Jib who will be on the road quite a bit this winter. After being present at the Bauhaus FIS Ski Jumping World Cup

in Engelberg (SUI) and at the DKB FIS Nordic Combined World Cup at Ramsau (AUT - see photos) last weekend, the SnowKidz will appear at least at the following World Cup events in early January:

- Viessmann FIS Tour de Ski and DKB FIS Nordic Combined World Cup at Oberhof (GER) 1st-3rd January 2010
- Viessmann FIS Tour de Ski at Toblach (ITA) on 7th January 2010
- Viessmann FIS Tour de Ski and DKB FIS Nordic Combined World Cup at Val di Fiemme (ITA) on 9th-10th January 2010
- DKB FIS Nordic Combined World Cup at Schonach (GER) on 23rd-24th January 2010



Stay tuned for more information or contact snowkidz@fisski.com if you are interested in having the FIS SnowKidz visit your event!

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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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