

# School Marathon in Pokljuka

Ski Association of Slovenia



## Project Description

Set in the Pokljuka Mountains with 1'741 participants in 2010/2011, the Slovenian National Ski Association have created a one day event to encourage children and their families to participate in snow sports. The Slovenian Ski Association put a lot of effort and resources into the event to have the maximum impact and reach. The event titled Marathon in Pokljuka is a non-competitive event where children and their families can participate in cross-country tours, snow activities such as building igloos and hand-ball on cross-country skis. One of the most important features of the event is that schools were encouraged to participate to promote snow sports within their organizations. Finally, to ensure maximum participation the event and activities are free of charge.



## Project Quality

The project is organised directly by the Slovenian Ski Association and Slovenian pedagogues. The program is endorsed by parents and organisers ensure the best teachers are provided for the students.

## Target Group

Children from elementary schools (6-15 years), secondary school students (15 -18 years), teachers and parents

## Budget

14, 000 Euro

## Long - term enthusiasm

The project has having a long term future. The idea has been running for the last 16 years before being re-badged under the

Snow Kidz banner. Organisers believe this long history will provide a long future. By encouraging P.E teachers to be involved in the events, students are more likely to participate. Finally we plan to gain formal recognition for the program from the Slovenian Ministry of education.

## Success Measures

2004/2005: 1502 participants  
2007/2008: 844 participants  
2008/2009: 1287 participants  
2009/2010: 1441 participants  
2010/2011: 1741 participants

## Commercial Viability

The project is financially covered by the Sport Institute RS Planica, taking care of school sport competitions and events in Slovenia. There are also some other providers of financial help. Participation in the event is free of charge and lift passes are discounted for

## Promotional Value

The event attracts its own attention from national media due to its unique nature. In addition the event is promoted in a free elementary schools magazine which prints over 2500 copies and also has an e-newsletter.

## Transferability

The project model can easily be adopted by other National Associations. We feel that one of the key factors to the success of this event is the use of existing resources and close relationships with the students and educational institutions.

