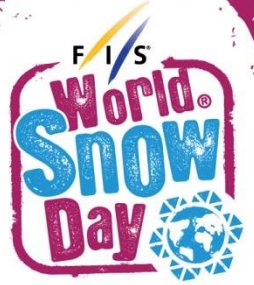


19th
January 2014



3rd edition of World Snow Day set to be biggest yet

610 events in 35 countries set to take place on 19th January 2014

The 3rd edition of World Snow Day on 19th January 2014 is set to be the largest ever with 610 Organisers in 35 countries staging unique events in a friendly and fun environment to celebrate all things on snow.

The 3rd edition of World Snow Day will see an unprecedented eight nationwide events. Austria, Canada, France, Iceland, Latvia, Norway, Poland and Sweden will stage events across the countries.

The nationwide events include: 'Apen Bakke' (Open Day) in Norway, where 72 resorts will open their doors to an estimated 120,000 participants for free skiing and snowboarding; School snow sports concept in Austria includes 138 resorts offering school children the chance to try snow sports for as little as five Euros.

In addition, Latvia World Snow Day will see 55 events take place with lessons, safety demonstrations and fun races included. Canadian Ski Patrol World Snow Day will host 20 events to show children the fun of snow sports with an emphasis on safety. World Snow Day Iceland has seven ski resorts hosting free or discounted ski passes for families.

Children visiting the resorts of Cortina d'Ampezzo (ITA), Chamonix (FRA), Kitzbühel (AUT), Lech / Zürs and St. Anton am Arlberg (AUT) can enjoy a full snow experience that includes free lift passes for children up to the age of nine.

Other notable events include a snow festival in Zermatt (SUI); free ski and snowboard lessons from 37 ski and snowboard schools in Poland; 'Everybody on Snow' with various snow activities and free lessons in Stockholm, Norrköping and Ornskoldsvik (SWE); 'Mountain in the City' in Québec City (CAN) and a free children's mountain tour in Bariloche (ARG).

FIS President Gian Franco Kasper said, "The interest in World Snow Day is growing at a phenomenal rate. The first edition had 225 events, the second year included 435 events and now we have an astonishing 610 events. The dedication and creativity of the local Organisers has been outstanding and our sincere congratulations go to all of them. We hope all the children and families that take part have an exciting day that they will remember for years to come."

FIS would also like to thank its World Snow Day partners Audi, European Broadcasting Union, Eurosport, Infront Sports & Media, Best of the Alps and Sanetta, for their efforts to make World Snow Day a success.

For more information, visit www.world-snow-day.com

For more information, visit www.world-snow-day.com or contact Andrew Cholinski, Coordinator Bring Children to the Snow, at worldsnowday@fisski.com or at +41 33 244 6161.