

INTERNATIONAL SKI FEDERATION (FIS)

FIS World Snow Day to launch in January 2012

Sarah Lewis, Secretary General

Riikka Rakic, Communications Manager

ISIA @ INTERSKI, 18th January 2010







**FIS CAMPAIGN
BRING CHILDREN TO THE SNOW**

CAMPAIGN VISION

«All children between the ages of four and fourteen should have the chance to experience the fascination of snow.»



WHAT IS «BRING CHILDREN TO THE SNOW»?



- International, multi-year campaign to promote snow activities as the number one leisure choice in winter for kids and the youth.
- Introduced by FIS Council in November 2007
- Main aim is to create a pool of lifetime snow lovers among youngsters.



22-January
2012



EXPLORE
ENJOY
EXPERIENCE



F I S[®]

World
SNOW
Day



World Snow Day

22.
January 2012



WORLD SNOW DAY – WHAT IS IT?

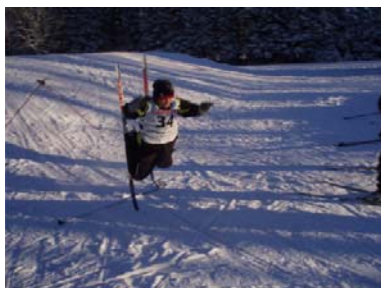


- Part of the international FIS Campaign ,Bring Children to the Snow‘
- “The Biggest Day on Snow, All Year“
- Annual snow festival for children and their families
- Various activities taking place simultaneously on a single weekend

22.
January 2012



WORLD SNOW DAY – WHAT IS IT REALLY?



A Day on Snow to:

- EXPLORE – chance to discover something new
- ENJOY – time to have fun in and on the snow
- EXPERIENCE – way to generate great memories and the inspiration to continue

22.
January 2012



WORLD SNOW DAY – WHY?



- To reverse the general decline in youth participation in snow sports
- To support and encourage involvement, together
- To create a new channel to reach the younger target groups
- To bring newcomers to snow whilst offering extra value to those who already participate

22.
January 2012



WORLD SNOW DAY – GOALS



- Enable children and families to Explore, Enjoy and Experience the fascination of snowsports through special Event(s)
- Create global momentum for a great future: Half a million individual participants by year three
- Provide a promotional platform for all stakeholders to reach new target groups

22-January
2012



EXPLORE
ENJOY
EXPERIENCE



F I S[®]

World
SNOW
Day

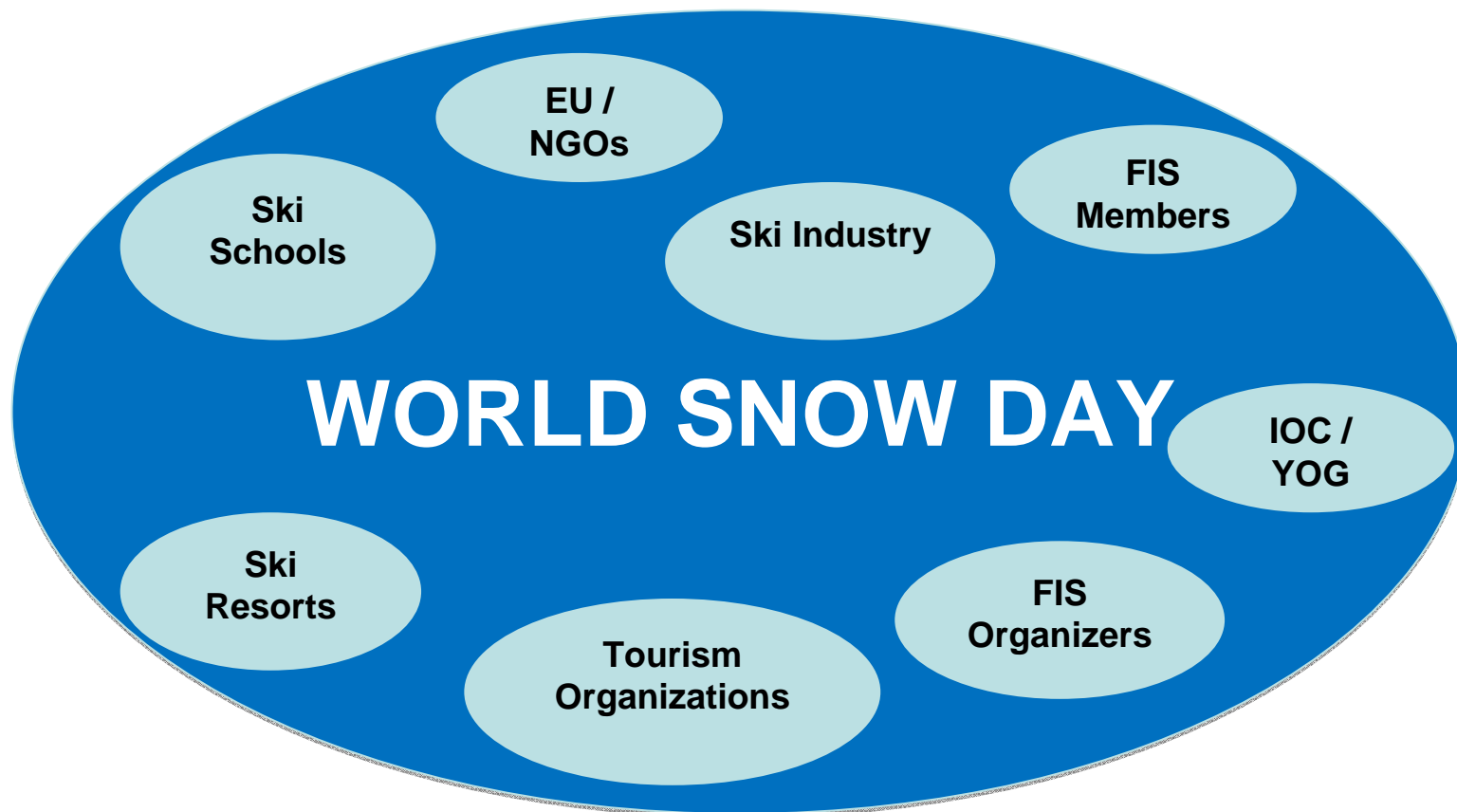


World Snow Day to launch on
Sunday, 22nd January 2012

22.
January 2012



WORLD SNOW DAY – WHO?



22.
January 2012



WORLD SNOW DAY – WHY PARTICIPATE?



- Be part of something international which embraces all players in snowsports
- Invest in your future – help gain prominence and create momentum for snow sports
- Develop something really special to attract children and their families
- Open doors through new partnerships and drive concept in your community – bring more people to our sport
- Take advantage of global promotional tools and platform at www.world-snow-day.com

22.
January 2012



WORLD SNOW DAY – POSSIBLE ACTIVITIES



- Together with industry, explore new snow activities, from twin tips to snow bikes, big foos and snow sails etc
- Clinic-style intro sessions and tips for the whole family – family thinking is key!
- Snow world / exploration zone
- Snow obstacle course as fun experience (individuals/teams)
- Raffles for ski days, lessons, equipment
- Local top athlete meeting points, photo opportunities, equipment tuning tips, etc

22.
January 2012



WORLD SNOW DAY – WHO WILL DO WHAT?



- FIS will create brand and identity for the World Snow Day, and oversee promotional campaign
- FIS will provide a tool kit and common World Snow Day messaging for general use (print, web, on-site etc.)
- Common development of a World Snow Day program and activities by all stakeholders
- Central platform at www.world-snow-day.com

22.
January 2012



WORLD SNOW DAY – HOW TO GET INVOLVED?

1) Develop concept for participation

2) Visit www.world-snow-day.com to register

3) FIS confirmation of registration and inclusion in global calendar

4) Access World Snow Day toolkit

5) Promote your event:

- Event space on global website
- Communications & brand tools

6) Submit event report @ www.world-snow-day.com



22.
January 2012



WORLD SNOW DAY – SPECIAL RECOGNITION FOR ENGAGEMENT



- National Ski Associations to run challenges for their ski clubs
- FIS to showcase World Snow Day activities by its World Championship and World Cup organizers
- Awards for best concepts for example by resorts

22.
January 2012



WORLD SNOW DAY – NEXT STEPS



- 369 days to go
- Still gathering feedback – in discovery phase
- Come see us afterwards
- Comments eagerly received at worldsnowday@fisski.com
- Watch this space!

22.
January 2012



Let's all be part of the



World's Biggest Day on Snow!