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10th WORLD SNOW DAY A SUCCESS

On the 17th January 2021, the 10th edition of World Snow Day took place.

This year's World Snow Day Organisers once again staged excellent events and actions to make the tenth edition memorable.

For the 2021 edition of World Snow Day, 103 events and actions were implemented.

Amongst them were 50% off children's lift passes at Stara Planina, Tornik and Kopanik Serbia's largest ski resorts, A kids snow festival at Igora (RUS), kids safety day at Furano Ski Resort (JPN), free access to cross country trails at Yellowknife (CAN) and discounted private ski lessons at Levi (FIN).

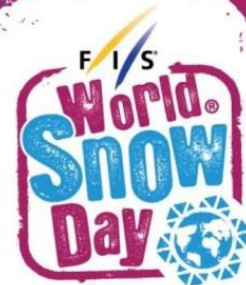
World Snow Day 2021 also saw a large group of new Organisers. These included fun family races and first time lessons at Ski Dubia (UAE), free lessons on sand dunes in Peru, Mexico and Brazil, free ski lessons for children with a physical disability in resorts throughout Russia and in Harghita Madaras in Romania and free ski lessons at Saariselkä Ski Resort (FIN).

"The Organisers showcased their creativity to deliver events and actions that made a positive impact, even during these difficult times. It was truly a job well done." said Bring Children to the Snow Coordinator Andrew Cholinski.

World Snow Day also created a digital buzz. Thanks to Atomic Skis, two families won two family sets of skis in the #atomicssnowday competition. Eurosport, Infront Sports and Media and the European Broadcasting Union distributed the World Snow Day trailer during World Cup broadcasts throughout the season.

World Snow Day now moves to the reporting phase. This year the reports will carry extra significance as they serve as the nominations for the World Snow Day Awards. Three categories are up for grabs with the "Most Creative", "Best Small World Snow Day" and finally "The Best World Snow Day". Winners will be announced in May 2021.

Looking ahead, World Snow Day 2022 will be confirmed for the 16th January 2022. FIS will make a formal announcement shortly with details on registration, support and communications to also be confirmed.



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About FIS

FIS is the governing body for international skiing and snowboarding, [founded in 1924](#) during the first Olympic Games in Chamonix, France. Recognized by the International Olympic Committee (IOC), FIS manages the Olympic disciplines of [Alpine Skiing](#), [Cross-Country Skiing](#), [Ski Jumping](#), [Nordic Combined](#), [Freestyle Skiing](#) and [Snowboarding](#), including setting the international competition rules. Through its 128 member nations, more than '500 FIS ski and snowboard competitions are staged annually. Specific initiatives are undertaken by FIS to promote snow activities as a healthy leisure recreation, [notably for the young](#). For more information, please visit www.fis-ski.com.