



Oberhofen, May 2009

FIS Campaign 'Bring Children to the Snow'

In November 2008, the FIS Council decided to initiate a campaign to 'Bring Children to the Snow'. The initial concept was presented to the FIS Congress 2008 in Cape Town (RSA) in May 2008.

Following approval by the FIS Council in November 2009, the campaign has been divided into two dimensions: an International Communication Campaign and a National Activity Campaign with different projects and programs depending on the country. Externally the campaign activities will be known through the FIS SnowKidz brand.

For more information about the campaign, visit www.fis-snowkidz.com or follow a link from the FIS homepage at www.fis-ski.com.

FIS SnowKidz Award

As part of the 'Bring Children to the Snow' campaign, the FIS Member National Ski Associations (full and associate members) are herewith invited to submit their projects to compete for the 'FIS SnowKidz Award'. This award aims to recognize and promote the best examples of bringing children to the snow in varying national circumstances.

The 'FIS SnowKidz Award' will be presented every second year during the International Ski Congress. The first award is to be granted at the 47th International Ski Congress in Antalya (TUR) in 2010. For more information, visit www.fis-snowkidz.com/award.

Rules FIS SnowKidz Award

The rules for applying for the 'FIS SnowKidz Award' are defined as follows:

1. Eligibility

Only FIS member National Ski Associations are eligible to apply.

2. Application

- The proper application form has to be filled out in one of the official FIS languages (English, German or French). The application form is available for download from www.fis-snowkidz.com/award/form and must be submitted electronically to snowkidz@fisski.com. A detailed project description is required. Associated time plan and budgets may be added as supplementary information also in electronic form.
- Maximum of two projects may be submitted by a National Ski Association. A separate form is required for each project.
- Only currently ongoing projects or a completed project, which by the application date not are older than two years old are eligible.
- A past award winner may re-apply only if they have a conceptually different project.





3. Evaluation Criteria

The submitted projects will be evaluated on the basis of the following criteria:

First priority:

A1. Successful initiative under the auspices of a National Ski Association: The project must demonstrate quantifiable success in bringing youngsters to the snow for the first time. For example, a ski club training camp is not a valid project.

A2. High project quality: The project must have been well-planned and implemented with structured evaluation afterwards.

A3. Long-term nature of snow enthusiasm: The project should show that it is designed to create long-term interest in snow activities among younger generations.

A4. Transferability to other National Ski Associations: The project should be suitable to be implemented by another National Ski Association with relative ease.

Second priority:

B1. Commercial viability: The project must be able to attract support from various sources and not rely on support from FIS or the National Ski Association.

B2. Promotional added value (tangible or intangible): The project helps the National Ski Association grow interest in snow sport activities through positive publicity.

4. Evaluation and election

An awards jury, consisting of three members named by the FIS President, will select eight projects for the final round; at least two of these projects must represent the so-called developing ski nations. The nominated projects will be presented to the FIS Council during the Congress Week. The FIS Council will determine the three award winners.

5. Award Ceremony

The FIS Snowkidz Award Ceremony will take place at the International Ski Congress. The first Award will be presented at the 47th International Ski Congress in Antalya, Turkey, in 2010.

6. Winner Announcement

The eight projects selected for the final round will be presented during the Congress Week. The winners will be announced during the International Ski Congress.

7. Prizes

All eight projects selected 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).

8. Deadline

Application deadline (2010 Award): **31st January 2010**

Questions: For further information, please contact Trude Edvardsen in the FIS office or at snowkidz@fisski.com.

