

21st
January 2024



DAGMAR RESORT

WORLD SNOW DAY 2024

Dagmar Resort is excited to announce that on January 21, 2024 we will be hosting an action-packed day of family activities to celebrate F.I.S World Snow Day!

F.I.S. World Snow Day was first introduced in 2007 as a way for children and families to engage in the winter sports community with an emphasis on EXPLORE, ENJOY, & EXPERIENCE snow!

F.I.S. World Snow Day is open to anyone who has already discovered the joys of snow activities, or is looking to experience it for the first time!

Dagmar is proud to offer opportunities for families & children throughout the day:

1. Participate in an hourly Coupon Book Raffle Giveaway from 10AM-5PM!
2. Gift Card Instagram Photo Contest!
 - Use #SkiDagmar & #WorldSnowDay, follow @skidagmar on Instagram and tag @skidagmar in your snow day post showing off how much fun you are having!
3. Seasons Pass Giveaway (2 Nights passes & 2 3X5 passes)
 - Submit a feature video of your “snow day” at Dagmar to info@skidagmar.com
 - Winners will be announced on January 24, 2024 via our social media
4. Resort Wide Photo for F.I.S. World Snow Day 2024 @12PM at the West Carpet (bottom of Favourite)
5. Guest appearances from Daggy the Dog all day long!
6. Ski Patrol Snow Safety demonstrations all day long!
7. Dag Dollar station with a Valid Bright Pink WSD 2024 Dag Dollar!

We hope to see you January 21, 2024

EXPLORE, ENJOY, EXPERIENCE SNOW, Team Dagmar





FACTSHEET

WORLD SNOW DAY 13th Edition on 21st January 2024

WHAT IS WORLD SNOW DAY?

- "The Biggest Day on Snow, All Year"
- 2024 marks the thirteenth (13th) edition of World Snow Day
- An annual snow festival for children and their families
- It is various activities taking place simultaneously around the world on a single weekend (always the 3rd Sunday in January)
- Part of the international FIS campaign 'Bring Children to the Snow'

WHAT DOES WORLD SNOW DAY MEAN FOR CHILDREN AND FAMILIES?

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

WHY HAS WORLD SNOW DAY BEEN ESTABLISHED?

- To increase youth participation in snow sports
- To support and encourage involvement in snow sports, together with industry stakeholders
- To bring newcomers to snow whilst offering extra value to those who already participate

WHAT ARE THE GOALS OF WORLD SNOW DAY?

- Enable children and families to Explore, Enjoy and Experience the fascination of snow sports through special Events around the world.
- To teach children how to preserve the snow for future generations
- To teach children how to be safe on and off the snow
- To show Children and their families the health benefits of snow sports and physical activity

FAST NUMBERS ABOUT WORLD SNOW DAY:

- **1** day around the world each year
- **4** global partners: International Federation of Ski Patrollers, INTERSANDS, Sherpa Snow and Special Olympics.
- **1.1** tonnes of materials distributed each year
- **42** participating countries
- More than **50** resorts with free skiing and snowboarding
- Over **126** events for World Snow Day 2023
- **4739** events across twelve editions of World Snow Day.
- Over **2.8 million** participants across all editions of the event

HOW TO PARTICIPATE?

- Log onto the World Snow Day website www.worldsnowday.com. Click the event locator and find the nearest event

BE PART OF THE BIGGEST DAY ON SNOW!
World Snow Day 21st January 2024

www.worldsnowday.com