



**FOR IMMEDIATE RELEASE**

Friday, January 15, 2016

**Kids ski or snowboard for free at WinSport to celebrate World Snow Day**

CALGARY, Alta. – WinSport is proud to once again join the FIS (International Ski Federation) to celebrate the fifth annual World Snow Day on Sunday, Jan. 17.

The yearly event is celebrated around the world to increase youth participation in snow sports, to introduce newcomers to snow and encourage and support involvement in snow sports.

As an organization passionate towards helping people discover, develop and excel in sport, WinSport is encouraging Calgary families to explore, enjoy and experience the day on snow with the hundreds of thousands of others around the world celebrating World Snow Day. At WinSport, winter is our defining season. It is the season that has shaped us since we were Paskapoo and drove us to global awareness in 1988.

WinSport's World Snow Day runs Sunday from 9 a.m. to 5 p.m. Kids under the age of 12 ski or snowboard for free when accompanied by a paying adult. Families can take advantage of the prime conditions and participate in a variety of activities, including skiing and snowboarding down the hill, getting some air on the half-pipes or trying a race course for kids, which is specially designed to replicate the feeling of being on the alpine World Cup tour. Prizes will be given away throughout the day and participants can also catch some of the top developmental athletes in action at the Alpine Insurance FIS slalom event.

Last year, a record 591,200 people explored and enjoyed World Snow Day, while this year's edition will include 625 events in 42 countries.

- 30 -

**About WinSport**

*The Winter Sport Institute provides world-class sport facilities where Canadian athletes can discover, develop and excel. WinSport owns and operates Canada Olympic Park in Calgary, Alta., the Bill Warren Training Centre located at the Canmore Nordic Centre and the Beckie Scott High Performance Training Centre on Haig Glacier, Alta. A not-for-profit organization, WinSport supports national sport organizations, encourages educational opportunities and subsidizes the operation of unique training and recreational facilities used by the nation's top athletes and the general public. For more information on WinSport please visit [www.winsport.ca](http://www.winsport.ca).*

**For more information, please contact:**

Dale Oviatt  
Director of Communications  
WinSport  
T: 403-247-5601  
C: 403-461-9074  
E-mail: [dale.oviatt@winsport.ca](mailto:dale.oviatt@winsport.ca)