



INTERNATIONAL SKI FEDERATION  
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## FOR IMMEDIATE RELEASE

### **FIS deepens ties with Sporting Goods Industry for youth promotion Memorandum of Understanding signed between FIS, WFSGI and FESI**

OBERHOFEN, Switzerland, 24 January 2014 – With the aim of better promoting snow sports activities for children, the International Ski Federation (FIS) has signed a Memorandum of Understanding with the World Federation of the Sporting Goods Industry (WFSGI) and the Federation of the European Sporting Goods Industry (FESI).

The agreement will focus specifically on the FIS Bring Children to the Snow campaign, which aims to increase youth participation in snow sports worldwide. By working together with WFSGI and FESI, the activities under Bring Children to the Snow, namely FIS SnowKidz and the World Snow Day will be able to offer participants a wider array of activities with equipment more readily available at events.

As part of the MOU, both WFSGI and FESI will encourage their members to donate winter sports products and services for World Snow Day and FIS SnowKidz events. This will enable children, who otherwise may not have equipment of their own, to test a snow sport for little or no cost.

Goods that will be donated will include protective gear, skis, ski bindings, textiles and various services to ensure that the equipment is fitted and used properly by beginners.

“We are pleased to enter into the strategic partnership with WFSGI and FESI,” said FIS Marketing Manager Marcel Looze. “The support of both parties will hugely benefit the participants in the Bring Children to the Snow activities and ultimately help all reach our goal of getting more children engaged in snow sports.”

“We are extremely happy to collaborate with FIS and to support children to make their first experience in the snow sport. Our joined action will further contribute to maintain and develop the interest to snow sports for young children and families, said Robbert de Kock, Secretary General of WFSGI.

“The promotion of skiing is at the core of our activities”, indicated M. Alberto Bichi, Secretary General of FESI “and I am pleased to see that practically all our ski members have responded favourably to delivering junior skis and ski binding free of charges to shortlisted events.” “it is certainly a positive sign to see that competing brands set aside their commercial interests when it comes to promoting ski for our children”



## **ABOUT THE INTERNATIONAL SKI FEDERATION (FIS):**

FIS, founded in 1924, is the governing body for international skiing and snowboarding. Recognised by the International Olympic Committee, FIS manages the Olympic disciplines of Alpine Skiing, Cross-Country Skiing, Ski Jumping, Nordic Combined, Freestyle Skiing and Snowboarding and sets the international competition rules. Through its 119 nations, more than 7'000 FIS ski and snowboard competitions are staged annually. Specific initiatives are undertaken by FIS to promote snow activities, notably for the young.

## **ABOUT THE WORLD FEDERATION OF THE SPORTING GOODS INDUSTRY (WFSGI)**

Global solutions through international teamwork – The World Federation of the Sporting Goods Industry (WFSGI) was founded in 1978 and is the world authoritative body for the sports industry officially recognized by the IOC as the industry representative within the Olympic family. The WFSGI is an independent, non-profit and non-governmental association formed by sports brands, manufacturers, suppliers, retailers, national federations and other sporting goods industry related businesses. The WFSGI plays a strategic role in the support and promotion of the sporting goods industry worldwide. The WFSGI promotes free and fair trade and provides platforms for the intergovernmental cooperation with regards to the International Organizations interested or affected by sports. Its aim is also to expand the cooperation on the protection of intellectual property rights and improve human rights issues related to working conditions. All this can be done through contacts with International Organizations such as the ILO, WTO, WHO, UN but also through International Sports Federations (FIFA, IAAF, FIVB, etc.) and the IOC, via the exchange of information and clearing house on issues and topics developed by WFSGI's various committees.

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## **ABOUT THE FEDERATION OF THE EUROPEAN SPORTING GOODS INDUSTRY (FESI)**

FESI represents the interests of approximately 1,800 sporting goods manufacturers (85% of the European market) through its 10 National Sporting Goods Industry Federations and its directly affiliated member companies. 70-75% of FESI's membership is made up of Small and Medium Sized Enterprises. In total, the European Sporting Goods Industry directly and indirectly employs over 650,000 EU citizens and has an annual turnover of some 65 billion euro.

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