



FOR IMMEDIATE RELEASE:

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Barron County youth will have an opportunity to try cross country skiing this January in a special program from 4591 Sports Development. The unique program is part of both a regional and international outreach to get more kids skiing.

The event is scheduled for Sunday, January 27 from noon to 3:00 p.m. at the Barron High School/BANTA Trail System in Barron It is part of both Central Cross Country Skiing's (CXC) Nordic Rocks programs, as well as being an International Ski Federation (FIS) SnowKidz event.

The single day event is a partnership with the Barron Area School District, Barron County Boys & Girls Club and 4591 Sports Development to get area youth out to learn about cross country skiing, snowshoeing, sledding and enjoying time playing in the snow. ***"It is events exactly like this which are the cornerstone of snow sports. They provide a positive first experience for children and set lifelong connection to the sport"*** commented Andrew Cholinski FIS Coordinator for Bring Children to the Snow.

The CXC Nordic Rocks program has helped introduce over 17,000 youth to skiing across the midwest. Around the world, hundreds of similar events have done the same as a part of the FIS' Bring Children to the Snow campaign, a unique program that enables organizers around the world to share and showcase their events to bring children to the snow.

It is a free event for all ages. Details at <https://www.4591sd.org/fis-snow-kidz>

4591 Sports Development

