



With the Ski and Mountain Sports Festival, LET'S SNOW BCN, starts the snow season in Catalonia, from the city of Barcelona, with many activities and proposals for all públics.

The LET'S SNOW BCN Festival is a festive project that promotes the Culture of Snow and Mountain Sports, and for this reason, it builds, from Barcelona to the highest peaks, a bridge between citizenship and this universe, with a bridge of experience, discovery and fun.

## WHEN?

On November 9, 10 and 11, 2018

## WHERE? In a very special place: The Poble Espanyol of Barcelona

1929. Barcelona International Exhibition. In this context, it was decided to build Poble Espanyol on the mountain of Montjuïc, as a synthesis of Spanish architecture, handicrafts and cultural wealth during the Exhibition. Almost a century later, Poble Espanyol is a living reflection of the soul of a country and a traffic-free, open-air precinct ideal for enjoying with family, partner or friends. Strolling around charming plazas and streets made of selected historical architecture, you'll feel the richness of our heritage. From traditions and landscapes to live craftsmanship, fine contemporary art and original shopping. It's a rewarding experience by itself!

## WHO?

LET'S SNOW BCN FESTIVAL brings together:

The Government of Catalonia, 30 ski resorts, the regions of the territory, Federations, Tourism of Barcelona and Catalonia, entities dedicated to the socio-cultural service, cultural institutions, sports brands, food, experts, witnesses and engine.

### Athletes

LET'S SNOW BCN concentrates great medalists and athletes like Catalan **Ferran Latorre**, who explains his incredible experience of having crowned the 14 eight thousand of the planet and **Peter Habeler**, the Austrian mountaineer who conquered Everest in 1978 and got to be the first to do it without oxygen.

## PROGRAM

### Active exhibition

Institutions, entities, ski resorts, tourist offices, travel agencies, training centers, county councils, commercial brands ... are presented, exhibit interesting and surprising proposals for the new season, an invitations for the visitor to do a lot of activities and enjoy offers.

### Activities and workshops

The LET'S SNOW Festival offers a wide range of activities and workshops from a very diverse perspective, from the most playful activity, which invites the visitor to practice alpine online, to launch a shooter, to geolocate prizes and winthem, to practice virtual skiing or to practice mushing until going through workshops, based on the most active and fun learning, such as Pilatwalk, Nordic walking, running trail, BTT for children, putting chains on tires, waxing skis and customizing boots, among many others.

### LET'S TALK, interesting conversations and debates of quality

LET'S SNOW BCN acts as an observatory of trends that cross the mountain, those that make it up constantly. In each edition, LET'S TALK, the LET'S SNOW Congress, highlights the most interesting and new and it is reported to share it: sports, digitality and mountain challenges, sustainability goals, resource analysis, security, new models of experience, proposals of training, scientific advances ... LET'S TALK, great experts from many different fields will "talk" about all these issues and will open a debate. It is an innovative congress because it is aimed at adults but also to young people and children.

### **A Festival with one of the most solidarity challenges**

LET'S SNOW BCN organizes, along with the Blood and Tissue Bank, an action of macro-donation of blood. During the Festival's development, visitors can donate blood and contribute to this solidarity action.

### **Other Pearls of the Festival**

Meet & Greet with the mascots of the ski resorts for all lovers of beloved characters and photographs of memory; photocall in every corner of the Poble Espanyol; an opportunity market for a sustainable bet; and cinema, a lot of documentary films with spectacular scripts and spectacular images that will inspire the follower and the visitor.

Be aware of the history of mountain sports, while walking around the facilities between beautiful photographs and historical posters that, in the form of exhibition-itinerary, are examples of sports, social and technological development.

**LET'S SNOW BCN brings the city closer to the universe of ski and mountain sports to discover it, to know it better, to understand it, to learn it and, above all, to value, estimate and grow this sports plot. -Cultural in a fun, participatory and / or professional, but always sustainable way".**

<https://letssnowbcn.com>