



WORLD SNOW CELEBRATION 2025 MEDIA HIGHLIGHTS



2

press releases



Photo Credit: Ron Woods Photography

3.7B

total impressions

83

international placements

994

total placements

TOP STORIES

Local

NPR | Jan. 17 | [Snow Giants on the St. Croix](#)
WCCO-TV | Jan. 15 | [Love is in the air at the World Snow Sculpting Championship](#)
KSTP-TV | [Snow Sculpting Team Canada](#)

National

Smithsonian Magazine | Jan. 24 | [Check Out These Spellingbinding Snow Sculptures](#)
Yahoo Sports | Jan. 18 | [Mongolian team wins 2025 World Snow Sculpting Championship in Stillwater](#)
Morning Newscast coverage in [Boston](#), [Miami](#), and [Chicago](#)

International

Times of Malta | Jan. 27 | [Maltese team Mela debuts at snow sculpting contest in Minnesota](#)
Montsame News Agency | Jan. 20 | [Mongolian Team Crowned World Champions at the World Snow Sculpting Championship](#)

42

STATES

GEOGRAPHIC COVERAGE

21

COUNTRIES

