The Moscow Times
30 YEARS
INDEPENDENT NEWS FROM RUSSIA

Russians Dive Into Snow in Viral Flashmob

February 05, 2018



Instagram @artemmakovskiy

While heavy snowfall continues to disrupt everyday life in Russia's capital, social media users across the county have embraced the extreme weather conditions with a bizarre new online campaign.

Russian youngsters have taken to the internet with recorded videos of them jumping into snowbanks in their underwear in the #всугробchallenge.

The trending flashmob was launched by teenager Artem Makovsky from Petropavlovsk, in Russia's Far Eastern region of Kamchatka, who posted the first video jump on Instagram before it spread across the country.

The trend-setter, a blogger from Russia's Kamchatka region, jumps into the snowdrift.

Embed:

Публикация от Камчатский Блоггер (@artemmakovskiy) Янв 30, 2018 at 10:07 PST

A Kamchatka teenager has perfected the snow belly-flop.

Embed:

Публикация от Kravtsov Andrey (@kravtsov_andr) Фев 1, 2018 at 3:05 PST

A group of girls runs quite a distance to get the perfect jump.

Embed:

Публикация от ксения (@bl.an.ks_) Фев 4, 2018 at 4:03 PST

A bored teenage girl drops her phone to embrace the snow in the #всугробchallenge.

Embed:

Публикация от Reveko Anastasiya (@siyahardy) Янв 31, 2018 at 9:30 PST

Russian youngsters are making the best of their northern climate.

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Публикация от @orlovskiy_life Фев 2, 2018 at 2:34 PST

Kamchatka is definitely the hotspot for the new flashmob.

Embed:

Публикация от Demid Utlyakov (@utlyakovdemid) Янв 31, 2018 at 4:42 PST

Performing tricks in the snow.

Embed:

Публикация от Дмитрий Мельников (@dimetill) Янв 31, 2018 at 9:22 PST

These girls don’t seem to mind the freezing temperatures.

Embed:

Публикация от Ulyana (@ulyana_tolkacheva) Фев 2, 2018 at 9:37 PST

Original url:
https://www.themoscowtimes.com/2018/02/05/russians-dive-into-snow-viral-flashmob-a60390