



# 2021-2022 Season Recap

Since 2018, the WinterKids App has helped Maine kids get off the couch and into the snow! The App opens doors to an exciting array of fun and healthy winter activities for the whole family!

The WinterKids App also helps kids in Michigan and New Hampshire by hosting their 4<sup>th</sup> & 5<sup>th</sup> grade Passport program on the App.

Here is a look at how our program has made an impact!

## 2021-2022 Program Overview

- Maine WinterKids App members – 2,460
- Ski NH Passport holders – 997
- Michigan Cold is Cool Passport holders – 3,877
- Maine WinterKids App Partners – 70
- Maine WinterKids App Offers – 130
- Maine WinterKids App Redemptions – 1,080

## Maine WinterKids App Family Days – 10

- Mt. Abram Ski & Bike Park – August 8
- BigRock Mountain – January 9
- Titcomb Mountain – February 6
- Carter's XC – February 13
- Maine Mariners Hockey – February 20
- Mt. Abram Ski & Bike Park – February 23
- Saddleback Mountain – March 6
- Camden Snow Bowl – March 12
- Lost Valley Ski Area – March 13
- Mt. Abram Ski & Bike Park – March 26



## 2021-2022 WinterKids App Survey Results

- 55% of kids tried a new winter sport this year!
  - 44% tried alpine skiing or snowboarding for the first time
  - 8% tried XC skiing for the first time
  - 3% tried ice skating or snowshoeing for the first time
- 70% said the WinterKids App helped increase the number of days they were outside

## **Hear what they said about the WinterKids App program;**

“It allowed us to teach our children to downhill ski affordably, so we were able to go more frequently!” – Susan Poirier

“We really enjoyed trying all the different places that are a part of the App, Carter’s XC skiing was our fave” – Jenna Austin

Families ranked the WinterKids App program 4.25 out of 5 stars, believing that the program is a value to their family!

“My kids are officially hooked on skiing! Thank you WinterKids!!” – Steve LaCroix