

# About Mountain Mayhem



**JUNE 22, 2024, 7 AM - 7 PM**

The 2nd Annual WinterKids Mountain Mayhem is a fun, adrenaline-packed community fundraising event challenging teams to run or mountain bike the trails at Mt. Abram for 12 hours straight!

Whether you're an experienced athlete or just looking for a fun day out with friends and family, WinterKids Mountain Mayhem has something for everyone!

Our goal for the 2nd Annual WinterKids Mountain Mayhem is to raise \$65,000 and awareness for the only nonprofit in Maine and New Hampshire dedicated exclusively to increasing outdoor physical activity in children and families during our longest, most sedentary season.



**WK-MM.org**

WinterKids

# ABOUT US

# WinterKids



WinterKids began as a singular learn-to-ski program through the Ski Maine Association in 1997. In 2000, WinterKids became an independent nonprofit organization. It has since grown into a comprehensive public health organization to reach all children, regardless of income and zip code, to help them become healthier through outdoor winter activity - which now includes all winter sports and robust school-based programs. **We are THE go-to winter organization in Maine for outdoor winter sports and activities for children who would otherwise not have the opportunity.**

WinterKids helps children to develop healthy lifelong habits through education and fun, outdoor winter sports. Our programs serve all children in all communities of Maine and most of New Hampshire. We know that the younger we reach children with fun opportunities for physical activity, the more likely they are to build healthy habits they will carry with them to adulthood. With winter being the longest and most sedentary season in Maine and many other states throughout the country, it is vitally important to connect children to winter sports and experiences that keep them active outdoors while encouraging a connection to their natural heritage.



## OUR ONLINE COMMUNITY:

Newsletter Subscribers: 26.7K  
Social Media Community: 16.6K  
Annual Website Sessions: 91.3K



WINTERKIDS IS **KID-CENTERED** AND **TEACHER-APPROVED!**

WINTERKIDS IS **EVIDENCE-BASED** AND **RESULTS-DRIVEN!**

WINTERKIDS IS **BACKYARDS, PLAYGROUNDS, AND MOUNTAINS!**

In the 2023-2024 winter season, we reached over 45,000 children, families, and teachers!

# PROGRAMS & EVENTS

# WinterKids



The WinterKids Winter Games is a 4-week physical activity and nutrition competition for elementary schools across Maine.



The WinterKids Learn Outside Guide and companion virtual training introduce early childhood and elementary teachers to fun and creative ways to meet education standards while learning outside.



The WinterKids App offers free or discounted kid tickets for skiing, XC Skiing, snowshoeing, ice skating, retail, and more!



**The WinterKids StoryWalk and Snowshoe Loan Program allows organizations to host a StoryWalk and utilize snowshoes for events and classrooms, completely free of charge.**



The annual WinterKids Welcome to Winter Festival at Lost Valley, which introduces hundreds of families to winter fun and offers learn-to-ski or snowboard lessons to Maine children, all at no cost!



The Peisner Nordic Fund supports the Chisolm Ski Club with equipment and coaches to teach children to XC Ski.



The D24 Outdoor Fund aims to address barriers to healthy outdoor activity, including but not limited to equipment, clothing, and transportation. Grants are awarded annually to schools, nonprofits, and Parks & Rec departments across Maine.

## SIGNATURE FUNDRAISING EVENTS

