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Media Contact:

Julie Mulkern, Executive Director
(207) 871-5700 x102 or (207) 671-4661

jmulkern@winterkids.org

WINTERKIDS TO HOST TWO "SKI FREE" DAYS, EXPANDING ACCESS TO WINTER SPORTS FOR LOCAL YOUTH

[Westbrook, ME, January 16, 2024] – WinterKids, a non-profit organization dedicated to getting children outside and active in the winter months, is thrilled to announce two upcoming "ski free" days, providing unforgettable winter sports experiences for over 160 youth in collaboration with Augusta Recreation Dept, Lost Valley, Boys & Girls Club of the Border Towns, Micmac tribe, Healthy Peninsula, and BigRock Mountain.

- **Date: Sunday, January 21, 2024**

- **Location: Lost Valley, Auburn**

Partnership with Augusta Recreation Dept: Over 50 children from the greater Augusta area will have the opportunity to learn to ski and explore the trails at Lost Valley. WinterKids is generously covering the costs of lift tickets, rental equipment, and professional lessons for all participants.

- **Date: Saturday, February 3, 2024**

- **Location: BigRock Mountain, Mars Hill**

Partnerships with Boys & Girls Club of the Border Towns and Micmac tribe in the greater Presque Isle area, and Healthy Peninsula in Blue Hill: More than 110 students will have an exciting day filled with skiing, snowboarding, and trail adventures at BigRock Mountain. WinterKids is committed to providing lift tickets, rental equipment, and lessons for all attendees.

"We are thrilled to partner with Augusta Recreation Dept, Lost Valley, Boys & Girls Club of the Border Towns, Micmac tribe, and Healthy Peninsula to offer these 'ski free' days for the youth in our community. WinterKids believes in the transformative power of outdoor winter activities and aims to break down barriers that may prevent children from experiencing the joy of skiing and snowboarding," said Julie Mulkern, Executive Director at WinterKids.

"Augusta Parks and Recreation is pleased to be part of the WinterKids Ski Trip to Lost Valley on Sunday, January 21st, 2024. Working with WinterKids was an easy process that brings outdoor education and enjoyment together in a way that warms our

hearts! We are anticipating great ski conditions and students are excited to have an immersive experience in learning how to ski! Thank you for this opportunity to share our love for outdoor education!" said Kelli Gilzow Stowell, Program Coordinator at Augusta Parks and Recreation.

These events align with WinterKids' mission to promote healthy, active, and vibrant kids through outdoor winter fun. WinterKids supports all winter kids from first timers to avid weekend warriors being active outdoors, but we especially like introducing new kids to winter sports in Maine. WinterKids estimates that approximately 50% of the participants will be brand new to skiing and snowboarding. WinterKids would like to extend a special thank you to Lost Valley and BigRock for supporting our mission and making these ski trips happen.

For more information about WinterKids and its initiatives, please visit <https://winterkids.org>.

About WinterKids: WinterKids is a nonprofit organization based in Maine that provides children with opportunities to stay active, healthy, and learn outdoors during the winter months. Since its establishment in 1997, WinterKids has been dedicated to ensuring that hundreds of thousands of children embrace the joy of outdoor winter activities while reaping the numerous physical and mental health benefits they provide.

Through innovative programs, including the WinterKids App, WinterKids Winter Games, Welcome to Winter, License to Chill, WinterKids StoryWalk & Snowshoe Loan Program, WinterKids Learn Outside Guide, WinterKids Peisner Nordic Fund, Mountain Mayhem, WinterKids Downhill 24, and D24 Outdoor Fund, WinterKids helps children develop healthy lifelong habits through fun, outdoor winter activity.

WinterKids' Major Community Sponsor is L.L. Bean. Supporting Sponsors are Agren, CMP, Harvard Pilgrim Health Care, WEX, WMTW and The CW, and Zachau Construction.