

Media Advisory

FOR IMMEDIATE RELEASE

December 17, 2025

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Welcome to Winter at Lost Valley

Presented by Evergreen Credit Union

Free Outdoor Family Celebration Kicks Off the Season with Activities on the Snow, Hot Cocoa, and Community Spirit

Interview Opportunities:

- **Courtney Holub**, *WinterKids, Executive Director*
- **Edward Budway**, *Evergreen Credit Union, VP Marketing*
- **Emma Pierce**, *Evergreen Credit Union, Communication Specialist and WinterKids Alumni*

WHEN Monday, December 22, 2025
5:00 – 7:00 PM

WHERE Lost Valley Ski Area
200 Lost Valley Road, Auburn, Maine

WHAT WinterKids invites families from across Maine to celebrate at Welcome to Winter, a free evening of outdoor fun at Lost Valley in Auburn. This annual celebration helps kids, families, and caregivers discover the joy of Maine's winter, no gear or experience needed.

Guests can try skiing, snowboarding, snowshoeing, and cross-country skiing with help from local instructors. Families can also enjoy a StoryWalk®, snow sculpting and snow painting, a Hot Chocolate Bar, and s'mores by the fire.

WHO This free community event is open to all families. Children and accompanying adults are encouraged to dress warmly and come ready to play outside.

WHY This year marks 25 years of WinterKids helping children across Maine develop healthy lifelong habits through outdoor winter activity. Welcome to Winter celebrates this milestone by introducing families to the joy of outdoor play in a safe, supportive, and fun environment.



Kids learn to ski and snowboard with help from Lost Valley instructors during WinterKids' Welcome to Winter celebration.



Families enjoy s'mores and hot cocoa by the fire during Welcome to Winter, a free outdoor event that helps Maine kids discover the joy of winter play.

Partners Include: Evergreen Credit Union, Valley Beverage. Lost Valley, L.L. Bean, Aroma Joe's, Central Maine Adaptive Sports, Central Maine Power, Flexible Flyer Sleds, Healthy Androscoggin, New England Nordic Ski Association, and Teens To Trails.