

FOR IMMEDIATE RELEASE

Contact: Julie Mulkern, Executive Director

Phone: 207.671.4661

Email: [jmulkern@winterkids.org](mailto:jmulkern@winterkids.org)



## **WinterKids Announces Annual "Welcome to Winter" Event at Lost Valley Ski Area**

Westbrook, Maine — WinterKids, the non-profit organization committed to promoting children's health and activity in winter, is pleased to present their annual "Welcome to Winter" event on December 28, 2023, from 5 pm to 7 pm at Lost Valley Ski Area. This free and open-to-the-public celebration invites families and children to explore outdoor winter activities in a fun community setting.

Originally conceived as a welcome for new Mainers to the winter season, the event has evolved into a community-wide celebration, encouraging all children to engage in active winter pursuits. Lost Valley Ski Area, a gem in the Lewiston/Auburn area, provides an ideal backdrop for an evening of winter recreation.

Attendees will have the opportunity to try various outdoor activities designed for children. These include snowshoeing (led by L.L. Bean), Nordic skiing (led by NENSA), downhill skiing, and snowboarding (led by Lost Valley). Additionally, even the youngest participants can enjoy snow painting and sculpting, and a StoryWalk sponsored by Evergreen Credit Union.

Alongside these fun winter activities, attendees will enjoy hot chocolate (courtesy of Aroma Joe's) and s'mores. The event will also feature "out-DOOR" prizes and a special sled giveaway, generously provided by Flexible Flyers.

To ensure the safety and enjoyment of all participants, please be aware that trails and chairlifts will be closed during the event. Instead, the snowboarding and skiing activities will take place in the magic carpet area, where Lost Valley staff will provide gear fitting and brief group instruction.

WinterKids extends an invitation to the community to join in the "Welcome to Winter" festivities, celebrating the essence of winter and promoting a healthy, active lifestyle for all. This event is an opportunity to embrace the season and create lasting memories with family and friends.

**Event Details:**

Date: December 28, 2023

Time: 5:00 pm - 7:00 pm

Location: Lost Valley Ski Area, 200 Lost Valley Road, Auburn, ME 04210

Admission: Free and open to the public

Website: <https://winterkids.org/welcome-to-winter/>

Welcome to Winter is brought to you by Zachau Construction and Darn Tough.

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**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. To learn more about WinterKids, please visit [www.winterkids.org](http://www.winterkids.org).

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.