

FOR IMMEDIATE RELEASE

Kick off the new year outdoors with a “pay what you can” WinterKids App Membership for the whole family!

Free & Discounted Tickets to Maine and New Hampshire Winter Sports Areas and Retailers!

December 29, 2020 – The WinterKids App is the perfect way to begin your new year with outdoor activity. Full of free and discounted winter sports opportunities, the native, mobile WinterKids App is a great way to stay safe and have fun outdoors with your whole family.

A family membership covers a family of 5 (an adult and up to 4 kids) for the whole year, November 1, 2020 – October 31, 2021. Kids 17 and younger are all included in your family membership. Typically \$35 per family, this year you can name your price! If you need it, it can be completely free for your family. You can enter any amount when signing up for your membership.

“With outdoors being the safest place to be in this pandemic, WinterKids offers amazing opportunities for families statewide and in New Hampshire. We are excited to extend a ‘pay what you can’ WinterKids App membership for families this year” says Julie Mulkern, WinterKids Executive Director. “The App is an excellent way for families of all ages to try new winter sports together, connecting to the state’s natural heritage and finding the joy and health benefits in our longest season,” says Mulkern.

The WinterKids App is FREE to download in the Apple App Store or Google Play Store. Get the app today to explore and preview all the offers waiting for you! Join the WinterKids App Facebook Group to share photos, tips and experiences with other WinterKids families.

WinterKids expects 10,000 families in Maine, New Hampshire and Michigan to participate in winter activities through the WinterKids App this year. For more information on WinterKids programs, please visit www.winterkids.org.

WinterKids is the nonprofit organization that helps children develop healthy lifelong habits through education and fun, outdoor winter activity. The organization delivers innovative

outdoor programs for families, schools, and communities. WinterKids' Major Community Sponsor is Hannaford. WinterKids' Supporting Sponsors are Agren, Harvard Pilgrim Health Care, L.L.Bean, Portland Glass, WEX, and WMTW 8 and The CW.

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