

WinterKids Announces Resignation of Executive Director

FOR IMMEDIATE RELEASE

Media Contacts:

Julie Mulkern, Executive Director
(207) 871-5700 x102 or (207) 671-4661
jmulkern@winterkids.org



Parker Swenson, Board Chair: board@winterkids.org

Jillian Rich, Search Committee Chair: board@winterkids.org

March 18, 2024 – Westbrook, Maine

WinterKids is announcing the resignation of its Executive Director, Julie Mulkern. Since 2011, Mulkern has been at the helm of WinterKids, leading the organization's growth financially, programmatically, and geographically. Before that, she was WinterKids' Development Director for a year.

Julie has dedicated her career to the health of Maine children and families. At WinterKids, Mulkern lead the organization through three strategic plans resulting in exponential growth of the organization from 5,000 kids to upwards of 45,000 kids annually and a budget of \$200,000 to \$1.5 million annually.

"Julie has had such an enormous influence on the continued growth of WinterKids across the past decade-plus. She has been a driven and successful leader for our organization, and we will be forever grateful for her time at WinterKids," says Parker Swenson, WinterKids' Board President.

Julie helped the organization go green through the development of the WinterKids App to replace the longstanding WinterKids Passport paper booklet and licensed the app platform to New Hampshire and Michigan as a new revenue stream to bolster Maine programs. The WinterKids App and Passport have helped over 400,000 Maine kids to learn new winter sports. In addition, the organization has helped hundreds of kids to learn to ski free through Cooper Campbell Day, a ski day for kids that honors the memory of Cooper Campbell, a true "winter kid" and the son of former WinterKids' board member and benefactor, Steve Campbell.

The WinterKids Winter Games, developed by Mulkern and longtime Education Director Marion Doyle, engages kids, teachers, and families in the WinterKids Learn Outside Guide via a 4-week outdoor physical activity and nutrition challenge in Maine elementary schools. In 7 years, this program has served over 40,000 kids in Maine. Kids in fourteen other states have participated through a

Playalong Track they developed during the pandemic. This program won the Public Health Program of Excellence Award in 2017.

Mulkern led the development of the WinterKids Downhill 24 (Maine's premiere winter fundraiser) with former Board President Will Stiles, raising over \$5 million for WinterKids programs over the last decade. The success of this event created the D24 Outdoor Fund, allowing the organization to grant over \$500,000 to schools, rec programs, and other outdoor nonprofits to get more kids outside in the winter and year-round.

"WinterKids has meant so much to me for nearly 15 years," says Mulkern. "I have enjoyed helping the organization grow in effective ways to help thousands more Maine kids to be active outdoors in the winter. I have made countless lifelong friends and colleagues along the way. WinterKids will always hold an incredibly special place in my heart."

Mulkern will continue to advocate for children and families when she assumes the role of CEO for Ronald McDonald House Charities of Maine on April 29, 2024.

WinterKids current programs include the WinterKids App, WinterKids Learn Outside Guides & Virtual Training, WinterKids Winter Games, WinterKids Family Days, WinterKids Learn to Ski Free Days, WinterKids Welcome to Winter, WinterKids Peisner Nordic Program, WinterKids StoryWalk & Snowshoe Loan Program, and the WinterKids D24 Outdoor Fund. All told, the organization will reach 50,000 kids this year.

"As Julie hands over the reins, we have the comfort of knowing that WinterKids is poised for a great future with a talented board and staff fully committed to our mission," added board chair Swenson.

WinterKids is in the process of identifying a consulting firm to assist with its Executive Director search. For more information, please email board@winterkids.org. Further information will be available in mid-April 2024.

About WinterKids:

WinterKids is a 501 c 3 nonprofit organization founded in 2000. WinterKids' Major Community Sponsor is L.L.Bean. WinterKids Supporting Sponsors are Agren, Central Maine Power, Harvard Pilgrim Health Care, WEX, WMTW/The CW, and Zachau Construction. For more information on WinterKids, please visit WinterKids.org.