



Ski Town U.S.A.® Initiative Shares SnowSports With Local Kids

Organizations Provide Local Students Free Opportunity to Experience Skiing

STEAMBOAT SPRINGS, COLORADO-December 19, 2018-It's hard to imagine growing up in Steamboat-Ski Town, U.S.A.® without ever stepping on the slopes, but that is the reality for some children in this mountain town. The Ski Town U.S.A.® Initiative looks to change that by offering every Steamboat Springs School District 2nd grader the opportunity to learn to ski/ride at no cost.

"The Ski Town USA spirit is distinctly interwoven across the community and continues to act as the glue of the Yampa Valley" said Lori Keefe, Steamboat Springs Winter Sports Club (SSWSC) volunteer program coordinator. "Howelsen Hill and the SSWSC have been the foundation of winter sports for over a century, and our program looks to help the next generation discover its magic."

Led by the SSWSC and Mountain Valley Bank, the curriculum kicked off this month with an in-school student program including equipment fittings at Strawberry Park and Soda Creek Elementary. Students then take the classroom to the slopes with four days of skiing and/or riding at historic Howelsen Hill Ski Area on Tuesday or Thursday afternoons during January and February. On those days, each student as part of their physical education course will receive a two-hour lesson from SSWSC athletes, who are participating as part of the SSWSC 'Champions of Service' program, and will serve as youth mentors for the kids.

Christy Sports is donating complimentary equipment (skis/snowboards, boots, poles, helmets) for each student and the City of Steamboat Springs contributed complimentary lift access during their lesson at historic Howelsen Hill. Steamboat Springs School District will shuttle the children from the school to the ski area and back on program days.



Upon completion of the program, each student will receive a voucher for a free lift ticket to the Steamboat Ski Resort to be used on April 7 this season. Christy Sports tacks on complimentary equipment rental for that day, providing the chance for students to take their newly learned skills to the 'big hill' - Mt. Werner, named after another local school kid and skiing icon, Buddy Werner.

Sarah Floyd, Associate Executive Director of the SSWSC, noted "as often is the case, individually we get only so far; but together through this shared vision, a mix of private and public organizations are determined to ensure the spirit of Steamboat and winter sports that have shaped its character lives on for future generations."

Mountain Valley Bank, Steamboat Springs Winter Sports Club, Christy Sports, Steamboat Springs School District, Steamboat Ski & Resort Corp., and the City of Steamboat Springs have come together to provide all the components necessary for the Ski Town, U.S.A.® Initiative.

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