"Skiing and Snowboarding Are for Everyone": Vail Resorts' Youth Access Program to Expand to 9,000 Participants Across 29 Mountains During the 2022/23 Season

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2022/23 Epic for Everyone grants announced to increase access to snow sports in major metropolitan areas; grantees include the National Brotherhood of Skiers, Boys & Girls Clubs, SOS Outreach, and more

BROOMFIELD, Colo., Sept. 21, 2022 /PRNewswire/ -- How does a lifelong love of skiing or snowboarding begin? An introduction to the sport from other passionate skiers and snowboarders, in addition to the gear, lessons, and access needed to participate. Vail Resorts is committed to removing barriers to entry and creating a more inclusive sport through its Epic for Everyone youth access program.

"Representation is really important...Now, I am really not afraid of going out and trying new things just because I feel like I might be the one that is different." – **Aya, Epic for Everyone Youth Participant, Girls Inc. of Chicago**

"When my teacher first introduced me to it, I was really scared. I was like 'Oh, I don't think I can do this.' The mentors were really encouraging and helped me." – **Esmerelda, Epic for Everyone Youth Participant, SOS Outreach**

Hear more from Epic for Everyone partners and participants: https://vimeo.com/751948336

About Vail Resorts Epic for Everyone youth access program

During the 2021/22 winter season, Vail Resorts hosted more than 8,000 youth who otherwise might not have had access to skiing and riding across its North American resorts. For years, the company has partnered with nonprofit organizations, like SOS Outreach, to support youth near many of its resorts including Vail, Park City, and Heavenly. Recently, Vail Resorts expanded the program to focus on reaching youth in major cities surrounding its regional ski areas. Last season, more than 10% of the participants were from these major cities—including Boston, New York, Philadelphia, and Chicago—made possible through new partnerships with organizations like the National Brotherhood of Skiers and Boys & Girls Clubs.

For the upcoming 2022/23 winter season, Vail Resorts will add more than a dozen partnerships with nonprofit and youth development organizations working to support youth of color. **With this expansion, the company plans to host 9,000 youth across 29 resorts and provide approximately $9 million in product contributions.** While programs vary by partner, a typical Epic for Everyone youth access program provides five free on-snow sessions including ski and ride school, meals, and equipment rentals, plus two additional free lift tickets to continue practicing with a guardian. These services are combined with mentorship, including an introduction to career opportunities like snowmaking, operations, and ski and snowboard instruction.

To accelerate the expansion, **Vail Resorts Executive Chairperson Rob Katz and his wife and New York Times bestselling author, Elana Amsterdam, will provide $1.6 million in grants this season** to remove barriers to entry, including transportation, staff capacity for partner organizations, and apparel to 25 partners, through their family foundation, the Katz Amsterdam Foundation and Charitable Trust. In addition, Vail Resorts strategic partners Helly Hansen and PepsiCo are coming on board with donations of soft goods, food and beverage credits, and financial contributions.

Vail Resorts properties with youth access programs include Afton Alps, Alpine Valley, Beaver Creek, Boston Mills/Brandywine, Breckenridge, Crested Butte, Crotched, Heavenly, Hidden Valley (MO), Hunter, Jack Frost/Big Boulder, Keystone, Kirkwood, Liberty, Mad River, Mount Brighton, Mount Snow, Mount Sunapee, Northstar, Okemo, Park City, Roundtop, Seven Springs, Stevens Pass, Stowe, Vail, Whistler, Whitetail, and Wilmot.

Quotes from Vail Resorts, the Katz Amsterdam Foundation and the National Brotherhood of Skiers

"The future of our sport is inclusion," **said Kirsten Lynch, CEO of Vail Resorts.** *"I feel we have a great responsibility to remove barriers and inspire a*

passion for our sport. Skiing and snowboarding are for everyone and we are grateful to our non-profit partners who help us introduce the sport to more participants each year."

"*It was inspiring to see the new Epic for Everyone youth access programs come to life last season across so many different locations*," **said Beth Ganz, executive director of the Katz Amsterdam Foundation**. "*These programs work so well because of the partnerships we have with incredible organizations like the National Brotherhood of Skiers and Boys & Girls Clubs who are rooted in these communities and work with these youth every day."*

"*This generous grant from the Katz Amsterdam Foundation and Vail Resorts gives us an opportunity to expand our youth outreach program from four clubs last season to nine this season, and almost double the number of youth participants to 615*," **said Lee Valentine, executive vice president of the National Brotherhood of Skiers**. "*We are excited to build upon the program's successful first year to further our mission of promoting snow sports within underrepresented communities. We welcome the opportunity to strengthen our partnership with Vail Resorts and we commend them on their long-term commitment to this program. This is a win for the youth in those communities that we both serve, but it's also a win for an industry that is looking for ways to increase diverse participation in the sport*."

2022/23 Season's New and Returning Epic for Everyone Metro-Based Grant Recipients:

Region	Resort	Partner(s)
Albany	Mount Snow	Nubian Empire Ski Club (National Brotherhood of Skiers)
Boston	Crotched, Sunapee	Boys & Girls Clubs of Boston, Boston Ski Party (National Brotherhood of Skiers)
Chicago, Milwaukee	Wilmot	Boys & Girls Clubs of Milwaukee, Chicago Youth Centers, Girls Inc. of Chicago, Sno-Gophers Ski Club (National Brotherhood of Skiers), SOS Outreach
Cleveland, Akron	Alpine Valley, Boston Mills	Merrick House, Boys & Girls Clubs of Northeast Ohio, Esprit "The Ultimate" Ski & Sports Club / See You At The Top (National Brotherhood of Skiers)
Detroit	Mt. Brighton	Jim Dandy (National Brotherhood of Skiers), SOS Outreach
Minneapolis	Afton Alps	Boys and Girls Clubs of the Twin Cities, SOS Outreach
New York City—Bronx, Brooklyn	Hunter	Good Shepherd Services, Thrillseekers (National Brotherhood of Skiers)
Philadelphia	Jack Frost/Big Boulder	Blazers Ski Club (National Brotherhood of Skiers)
Pittsburgh	Seven Springs	Allegheny Youth Development, Boys & Girls Clubs of Western Pennsylvania
Seattle	Stevens Pass	Chill Foundation
St. Louis	Hidden Valley, MO	Show-Me Skiers Ski Club (National Brotherhood of Skiers)
Vancouver, Canada	Whistler	Chill Foundation
Washington, DC and Baltimore	Liberty, Roundtop, Whitetail	Boys & Girls Clubs of Metro Baltimore, Chill Foundation, Montgomery County Recreation, Boys and Girls Clubs of Greater Washington, Black Ski (National Brotherhood of Skiers), City Kids Wilderness

Nonprofits interested in partnering for future seasons are encouraged to contact travis.r.tafoya@vailresorts.com.

About Vail Resorts, Inc. (NYSE: MTN)
Vail Resorts is a network of the best destination and close-to-home ski resorts in the world including Vail Mountain, Breckenridge, Park City Mountain, Whistler Blackcomb, Stowe, and 32 additional resorts across North America; Andermatt-Sedrun in Switzerland; and Perisher, Hotham, and Falls Creek in Australia. We are passionate about providing an *Experience of a Lifetime* to our team members and guests, and our EpicPromise is to reach a zero net operating footprint by 2030, support our employees and communities, and broaden engagement in our sport. Our company owns and/or manages a collection of casually elegant hotels under the Rock Resorts brand, as well as the Grand Teton Lodge Company in Jackson Hole, Wyo. Vail Resorts Retail operates more than 250 retail and rental locations across North America. Learn more about our company at www.VailResorts.com, or discover our resorts and pass options at www.EpicPass.com.

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melwell@vailresorts.com