Christine Brydges

Development Coordinator

Youth Enrichment Services

412 Massachusetts Ave

Boston, MA 02118

(617) 267-5877 x 17

[cbrydges@yeskids.org](mailto:cbrydges@yeskids.org)

**YES Launches New Cross-Country Ski Program for Urban Youth**

**FOR IMMEDIATE RELEASE** – Youth Enrichment Services (YES), a Boston non-profit, will offer a new cross-country skiing program to urban youth this winter. YES will be partnering with Weston Ski Track in Weston, MA to offer cross-country ski lessons and equipment at a discounted price to youth. The program will give youth access to cross-country skiing that otherwise may never have been able to try out the sport. Through three months of group lessons, fifteen youth ages 11 to 13 will learn how to cross-country ski while developing stamina and strength. A major goal of the program is to inspire a lifelong appreciation and respect of healthy activities in youth participants.

"We are thrilled to expand our Operation SnowSports program to include cross-country skiing," says Director of Programs at YES, Bernadette Peeples.  "Our hope is that the cross-country skiing program will build confidence in Boston youth while instilling them with a passion for the sport of cross-country skiing.” The program will take place from January to March 2015. For more information on the program, visit [www.yeskids.org/operationsnowsports](http://www.yeskids.org/operationsnowsports)

**About Youth Enrichment Services -** YES has been serving the youth of Boston since 1968 by providing outdoor, sports-based, and leadership programs. YES serves over 1,600 youth annually through its three signature programs: Operation SnowSports, Outdoor Adventure, and the YES Academy. Additional information about Youth Enrichment Services can be found at [www.yeskids.org](http://www.yeskids.org), Facebook: [www.facebook.com/yeskids](http://www.facebook.com/yeskids), Twitter: [@yeskidsboston](http://www.twitter.com/yeskidsboston).

###

**Please contact Christine Brydges, Development Coordinator at (617) 267-5877 X 17 or cbrydges@yeskids.org**