

Contact Info: Allie Tripp
Marketing and Communications Coordinator
Youth Enrichment Services
412 Massachusetts Ave
Boston, MA 02118
(617) 267-5877 x17
atripp@yeskids.org

Boston Nonprofit Brings 90 Boston Youth to Pats Peak Diversity Day Celebration

FOR IMMEDIATE RELEASE (January 22, 2013) -- Youth Enrichment Services (YES), a Boston nonprofit organization, brought 90 urban youth to Pats Peak Ski Area yesterday to participate in the mountain's 12th Annual Diversity Day Celebration in honor of Martin Luther King, Jr. The youth are a part of YES's Operation SnowSports program for Boston children and teens ages 7-18.

In a ceremony following a day of teaching YES Kids to ski and snowboard, YES Executive Director, Bryan Van Dorpe, thanked Pats Peak management for their continued generosity and support of YES. "When you look up the word partner in the YES dictionary, you find a picture of Pats Peak. We could not do it without this mountain's continued support each weekend. They make it possible for us to bring underprivileged youth to the slopes." Pats Peak Director of Services, Jim Wall, accepted a plaque representing YES's gratitude along with Pats Peak General Manager, Kris Blomback.

The Annual Diversity Day celebration at Pats Peak celebrates the legacy and life of Martin Luther King, Jr. According to the Pats Peak website, "Our dream for Diversity Day is to provide the atmosphere and a program that will encourage you to bring individuals skiing, snowboarding and tubing who may believe that this is a sport out of their reach." Pats Peak is also celebrating its 50th Anniversary this year.

YES's Operation SnowSports program gives urban youth the opportunity to gain new experiences in the great outdoors, interact with positive role models, and learn to ski and snowboard. Youth receive ski and snowboard equipment, lift tickets, lessons, and transportation to and from the mountain. Trained staff and volunteers supervise and teach the youth. Reduced program fees are available for income eligible families. Youth do not need to have any skiing or snowboard experience to participate. Pats Peak is one of several New England ski resorts that provide lift tickets for YES youth and volunteers, giving YES the ability to offer such low cost programming.

About Youth Enrichment Services - YES has been serving the youth of Boston since 1968 by providing outdoor, sports-based, and leadership development programs. YES serves over 1,500 youth annually through its three signature programs: Operation SnowSports, Outdoor Adventure, and the YES Academy. Learn more by visiting the YES website at www.yeskids.org.

###

Please contact Allie Tripp, YES Marketing and Communications Coordinator, at (617) 267-5877 x17 or atripp@yeskids.org for further information.