

Katz Amsterdam Charitable Trust Donates \$150,000 to Launch EforAll's EparaTodos Accelerator in Longmont, Colo.

BROOMFIELD, Colo., Aug. 20, 2020—Vail Resorts CEO, Rob Katz, and his wife, Elana Amsterdam, New York Times bestselling author and founder of Elana's Pantry, today announced a three-year \$150,000 donation to the Longmont, Colo. chapter of [Entrepreneurship for All \(EforAll\)](#), a nonprofit organization accelerating local economic and social impact through inclusive entrepreneurship. The donation will help launch the EparaTodos Accelerator, a free program offered in Spanish for people interested in developing a business or nonprofit. As part of the new program, leaders from Vail Resorts will serve as mentors for participating entrepreneurs.

"Elana and I are proud to support EforAll, and play a part in bringing the EparaTodos Accelerator to life in Longmont and the surrounding area," said Katz. "By providing mentorship opportunities and additional resources for entrepreneurs, EforAll's business accelerator adds sustainable businesses owned by women and people of color. In addition to enriching communities through these new business ventures, EforAll provides financial opportunity for entrepreneurs, helping to address the racial and economic inequities that exist in our country."

The new EparaTodos Accelerator will share the same structure as the English accelerator currently offered in Longmont. The free one-year program, offered twice a year, provides a unique combination of immersive business training and access to an extended professional network for those wishing to start or grow a business or nonprofit. It also includes opportunity for mentorship. Entrepreneurs meet with a dedicated team of mentors, which will include Vail Resorts business leaders, to guide them in taking their idea to the next level.

Grant funds from the Katz Amsterdam Charitable Trust will support the hiring of a bilingual program manager for the EparaTodos Accelerator, help fund the day-to-day operations of the program, and contribute to cash awards given to Accelerator graduates.

"We couldn't be more excited to be partnering with the Katz Amsterdam Charitable Trust as well as Vail Resorts," said Harris Rollinger, EforAll Longmont's executive director. "This gift will accelerate the launch of EparaTodos in Longmont and ensure that we are well positioned to execute our outreach efforts across Boulder County. Rob and Elana are clearly so passionate about supporting small businesses and with their support, EforAll Longmont will reach countless aspiring entrepreneurs and help them launch businesses that transform communities."

The [Katz Amsterdam Charitable Trust](#) was established to support communities where Vail Resorts operates and provide resources to empower people to lead full and vibrant lives. Since 2016, over \$20 million in grants have supported mental and behavioral healthcare, youth organizations, COVID-19 relief support and social justice.

About the Katz Amsterdam Charitable Trust and Foundation

Founded by Vail Resorts' CEO, Rob Katz, and his wife, Elana Amsterdam, New York Times bestselling author and founder of [Elana's Pantry](#), the Katz Amsterdam Foundation believes that emotional and physical wellness is essential for people and their communities to thrive. With a primary focus on mountain communities, the Foundation strives to create an inclusive and equitable environment that empowers people to lead full and vibrant lives. Since 2016 Katz and Amsterdam have made contributions of almost \$120 million to the Katz Amsterdam Foundation and Charitable Trust, representing 100% of the proceeds of any sales by Katz of Vail Resorts common stock. During that same time period they have made grants to non-profits totaling over \$20 million.

About EforAll

Entrepreneurship for All (EforAll) is a nonprofit organization that partners with communities nationwide to help under-

represented individuals successfully start and grow a business through intensive business training, mentorship and an extended professional support network. To date, EforAll alumni have launched more than 500 businesses and created more than 700 local jobs. Programs are available in both English and Spanish. EforAll is currently available in the following MA communities: Berkshire County, Cape Cod, Fall River, Holyoke, Lawrence, Lowell, Lynn, New Bedford and Roxbury as well as Longmont CO. To learn more about EforAll, please visit eforall.org.

<https://stage.mediaroom.com/vailresorts/2020-08-20-Katz-Amsterdam-Charitable-Trust-Donates-150,000-to-Launch-EforAlls-EparaTodos-Accelerator-in-Longmont.-Colo>