

## Northstar California Resort and SOS Outreach Unite to Bring Local Parents to the Slopes for the First Time

Northstar partners with SOS Outreach to introduce parents of program participants to skiing and snowboarding for the first time.



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**Truckee, CALIF. – JANUARY 9, 2025** – SOS Outreach, a national youth development nonprofit that cultivates a sense of belonging through outdoor-based mentorship, offered parents of its program participants the opportunity to learn how to ski or snowboard for the first time ever. Thanks to support from Northstar California Resort and Vail Resorts Epic Promise, complimentary lift tickets and rentals were included. Of the 20 parents who participated, the majority had never skied or snowboarded before.

"We all know that the high costs that come with the sport are a large barrier to entry, however the sport itself can be really intimidating," said Heather Schwartz, SOS Outreach Program Manager. "There are a lot of logistics that go into a day on the mountain, so we are ensuring that the experience is seamless for our families. We provide all the gear, guidance on where to park, how to carry the skis, and more, ensuring it is a supportive and inclusive environment for them to learn. It helps that they know me and are alongside other adults in the same situation."

After 20 years of collaboration, SOS Outreach and Northstar saw this as an opportunity to further their impact on the community and the families they serve through Epic Promise. With more than 200 local kids and teenagers receiving mountain access and gear through this program, SOS Outreach and the resort continue exploring ways to make the industry more inclusive and accessible.

"As someone who's watched my own kids discover the joy of the mountains, I know how meaningful it is to share that experience as a family," said Max Leabman, Director of Ski and Ride Services at Northstar. "Seeing parents ski or ride for the first time, alongside their children, is truly inspiring and such a powerful step toward creating a more inclusive and connected mountain community. We're honored to work with SOS Outreach to make moments like this possible, and we look forward to continuing to help make the sport more accessible to all."

SOS Outreach uses a multi-year curriculum to teach core values on ride days, develop life skills through off-mountain

workshops, and connect to their community through service projects. Through this weekend, parents received a glimpse of what their children learn on a typical SOS Outreach ride day.

"I always wanted to learn to ski, so I can go with my son. My son is 12 years old, and he snowboards," one parent said. "This has been a very, very special day for me."

Another parent said, "If you're an adult, I know it's always challenging to do something different because we're scared, we're working, we're busy... but it's never too late to learn."

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**Media Assets:** [photo/video](#) credit, "Katey Hamill, Northstar California Resort"

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### **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 and Crans-Montana Mountain Resort in Switzerland; and Perisher, Hotham, and Falls Creek in Australia – all available on the company's industry-changing Epic Pass. 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 elegant hotels under the RockResorts brand, a portfolio of vacation rentals, condominiums and branded hotels located in close proximity to our mountain destinations, 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](http://www.VailResorts.com), or discover our resorts and pass options at [www.EpicPass.com](http://www.EpicPass.com).

### **About SOS Outreach**

SOS Outreach is a national youth development nonprofit that cultivates a deep sense of belonging in kids and teenagers, unearthing their future potential and impact on our world. Since 1993, SOS Outreach has been using skiing/snowboarding to encourage youth to step outside of their comfort zones and discover new strengths within themselves. Guided by a multi-year curriculum, kids and teenagers receive mentorship, participate in community service, practice core values and build life skills. More than 3,000 young people from 15 communities and 10 states participate in the organization's life-changing programs each year. To learn more, visit: [sosoutreach.org](http://sosoutreach.org)

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