

Youth Enrichment Services Partnering With Wachusett Mountain To Hold 2008 Massachusetts Snow Challenge on March 15, 2008

Fundraising Event to Enable Boston Non-Profit to Support Positive Youth Experiences

BOSTON – March 3, 2008 – [Youth Enrichment Services](#) (YES), a non-profit that offers low- and moderate-income Boston area kids outdoor and practical learning activities, today announced the 2008 [Massachusetts Snow Challenge](#) to be held at [Wachusett Mountain](#) ski resort on March 15, 2008.

Skiers and snowboarders are invited to spend a fun-filled day on the slopes while raising money for YES to support positive Boston youth experiences.

Highlights of the day's activities include the following:

- There will be a slope-side barbeque for families and friends.
- There will be a boot throwing contest, ski pole spinning contest, frozen t-shirt challenge and many more activities for the whole family.
- Skiers and snowboarders will form four-person teams (individuals are also welcome and will be placed on a team) for a fun race down a NASTAR course. To participate, teams must raise or contribute at least \$300 while individuals must raise or contribute \$80.
- Prizes will be awarded to the fastest teams, those that raise the most money and the one that demonstrates "YES I Can" effort. For each additional \$200 raised by a team, one second will be deducted from the team time, so snow sport prowess isn't necessary.
- The price of registration includes a lift ticket, lunch, goody bag and participation in the race.

"The Massachusetts Snow Challenge is a great way for skiers and snowboarders to spend a day with their friends, co-workers, club members or family while raising money for a good cause," said Mary Williams, president of YES. "And the focus is on having fun. Whether you are an experienced or beginner snow sport enthusiast, this event is for you."

The slopes open at 8 a.m., while the challenge race is from 11:30 a.m. – 2 p.m. Children under 11 taking the MBTA Ski Train to Wachusett train ride for free. In addition, discount lift tickets to Wachusett (\$25) can be purchased at the www.masssnowchallenge.com and are valid from 3/15/08 through the end of the season.

Event sponsors include Citizens Bank, Wachusett Mountain, Wachusett Ski Shop, Egan Entertainment, BEWI Productions, Mountain Dogs Alpine Outfitters and the MBTA Ski Train. To sign up as a participant, please go to www.yeskids.org or call 617-267-5877.

About Youth Enrichment Services (www.yeskids.org)

Since its founding in 1968, Youth Enrichment Services (YES) has helped more than 100,000 low- and moderate-income Boston area youth build self-esteem and foster life-long respect for themselves, others and the environment through participation in outdoor and practical learning activities. Research shows that YES kids who remain committed to the program over time -- serving as junior counselors and volunteers -- graduate high school, attend college and obtain jobs at a higher rate than their peers. YES also helps local youth agencies and schools offer challenging programs to reward and motivate their members/students. YES is unique in taking kids out of their familiar urban environment and challenging them with both summer and winter outdoor activities such as skiing, hiking and biking. YES is a 501(c)3 educational institution and is registered with the Massachusetts Attorney General's Office of Public Charities.

###

For more information, or to schedule an interview, please contact:

George Cohen (YES board member)

George Cohen Communications, Inc.

Tel: 617-325-0011

Email: george@gccpr.com