

Youth Enrichment Services Kicks Off Its 40th Annual Educational Ski/Snowboard Program for Boston Area Kids in December

Bolstered By Generous Donations in Time and Resources By Volunteers, Ski Areas and Others

BOSTON – Nov. 26, 2007 – Youth Enrichment Services (YES), a non-profit that offers low- and moderate-income Boston area kids outdoor and practical learning activities, today announced the kickoff of its 40th annual ski/snowboard program in December.

Since 1968, YES has helped more than 100,000 Boston area kids build self-esteem and foster life-long respect for themselves, others and the environment through participation in outdoor and practical learning activities. Its ski/snowboard program has been recognized as one of the most innovative in the country. This season's program runs from Dec. 8, 2007 to March 30, 2008.

Fourteen ski areas are partnering with YES for its winter program, including Black Mountain, Jiminy Peak, Killington, Magic Mountain, Mt. Abrams, Pico, Pat's Peak, Loon, Shawnee Peak, Ski Butternut, Sugarbush, Sugarloaf, Sunapee and Wachusett Mountain.

In addition, Ski Market of Boston and Village Ski and Snowboard of Franklin have donated winter sports equipment to be used by YES kids. Other donations have come from organizations such as The Boston Ski and Sports Club, which provided booth space at its annual kick-off event.

As part of this year's kickoff, YES has brought back last-year's SUCCESSive program, which encourages kids to benefit from longer-term associations with its ski/snowboard program. Through this program, kids will pay \$45 for the first trip (including equipment rentals, transportation, lift tickets and lessons), and \$10 for the second trip through fifth trip.

In addition to generous monetary donations that make programs such as SUCCESSive possible, YES expects some 200 adult volunteers to work in its equipment shop, teach lessons and chaperone trips. Furthermore, some 40 teen volunteers who have risen from the participant ranks, will augment these volunteers and gain leadership skills.

According to Mary Williams, president of YES, "Because of participating ski areas' belief in our mission and generous donation of lift tickets and resources, our entire winter programming is assured. We look forward to an exciting snow sport season ahead in which we can watch our YES kids continue to grow."

Individuals or organizations interested in learning more about the YES ski/snowboard program or YES SUCCESSive should contact Will Morales at 617-267-5877 x20 or wmorales@yeskids.org.

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