



Connecting Our Kids 2 The Slopes

SSS 2012 Community Outreach Project

Cataloochee Ski Resort - Maggie Valley, NC
Saturday, January 28, 2012



Background: The **Southern Snow Seekers Ski Club (SSS)** is committed to introducing our kids to the wonderful world of winter sports. On January 28, 2012, SSS will host 100 youth from metropolitan Atlanta for a one-day ski/ride trip to one of the club's favorite places, Cataloochee Ski Resort (Maggie Valley, NC).

The cost for the trip is approximately \$100/ per child. This amount includes round-trip bus transportation, meals (*breakfast, lunch & dinner*), equipment rentals and a souvenir (TBD – e.g. photo & t-shirt).

SSS will contribute \$1,000 from a community outreach grant. **Cataloochee** is helping, too -- with complimentary clothing rentals and lessons. We have also negotiated "additional" group discounts on bus transportation, resort lunch costs and other items.

To make sure our kids have the experience of a lifetime, we're asking for your help with this important community effort.

SSS Club Members and Friends are asked to consider donations of \$50 to help defray expenses. Donations of other amounts will also be gladly appreciated. Business owners may also donate appropriate products/ gift items.

[Frequently Asked Questions/ Additional Information](#)

1. **Why is SSS coordinating/ organizing this trip?** The trip supports the NBS/SSS broad goals to: (1) introduce urban youth to snow sports; (2) promote the health, fitness and social aspects – and benefits – of snow sports participation; and (3) show support for our local community.
2. **Why January?** January has been designated as "Learn To Ski & Snowboard Month." So, the trip is especially well-timed!
3. **Are the kids or their parents covering any costs?** SSS selected youth from economically-challenged communities to participate. It is our goal that participating youth and their families will not incur any costs.
4. **Why are we going to Cataloochee?** Cataloochee and SSS have a great partnership. The resort's leaders are also committed to the club's goals of introducing our youth to the slopes.
5. **Why are we covering all meals?** Although it will be lots of fun, our kids are looking at a long day – nearly 15 hours. We'll depart Atlanta at 5 AM, participate in lessons and skiing/riding all day, depart the resort around 4-4:30 PM and arrive back in Atlanta around 8 PM. Providing meals will ensure all nutritional needs are met and the kids are slope-ready!
6. **Can we suggest additional groups to participate?** At this point, we've committed all 100 available slots to our partners. If all slots are not used, we will be happy to consider youth from other groups. We want at least 100 ATL-area kids to get introduced to the slopes.
7. **How can I make my donation?** There are TWO (2) options: (1) Donations eligible for tax deductions should be made payable to the Whitehead Boys & Girls Club. Please designate "SSS Community Outreach Trip" on the Memo Line. (2) If you do not wish to receive a tax donation, check/ money order/ cashier's check may be made payable to the Southern Snow Seekers Ski Club. All donations may be mailed to the club's "financial" mailbox (SSS – c/o Myron Johnson – P. O. Box 4385 – Atlanta, GA 30302). Please write "SSS Community Outreach Trip" on the envelope and Memo Line.
8. **I have additional questions. Who can help me?** Please contact SSS President Kimberly King at president@southernsnowseekers.org with any additional questions.

THANKS IN ADVANCE FOR YOUR SUPPORT – THINK SNOW

www.southernsnowseekers.org