



First Ever Everest Challenge Ski-a-thon Raises £35k for Snow-Camp!

'Using snow-sports to teach young people life-skills is what makes Snow-Camp such a fantastic project' Gerry Sutcliffe (Sports Minister)

Snow-Camp, one of Britain's most innovative youth charities, held its first charity Ski-a-thon in the Austrian Alps on January 29th and 30th 2010.

The Everest Challenge saw 34 snow-sports enthusiasts joining together to fundraise for the charity by doing something they love to do: skiing or snowboarding, but like they have never done before. Over two non-stop dawn to dusk days of skiing, the guided groups managed to cover over 130km of piste, or 57,000 vertical feet, twice the height of Mt Everest! Money raised will go toward Snow-Camp's work supporting inner-city young people through skiing, snowboarding and life-skills development. (See www.snow-camp.co.uk for more details of the charities work.)

Parker Lake, Snow-Camp's Ambassador for the challenge said, 'It was an amazing fundraising effort and we are all overwhelmed with the success of this first ever Everest Challenge. The commitment to achieving the goal across all the groups was huge – everyone deserved their post challenge drinks and celebration dinner'



Dan Charlish, Snow-Camp's Director also completed the challenge and said, 'It was a fantastic experience. Relentless snowboarding, and riding 4 different resorts and so much amazing scenery over two intensive days was very rewarding. But the event was made by the people who signed up – from bankers to students, and firemen to media execs - everyone was united by their passion for snowsports and for supporting Snow-Camp, it was a great privilege to be part of and a huge boost for the charity'

Snow-Camp are already planning next years Challenge. To find out more see www.snow-camp.co.uk/everestchallenge or call Dan Charlish on +44 (0) 1273 241383 for more details.

Quotes from young people who attended Snow-Camp:

- 'The main thing I've learnt through attending Snow-Camp is that you can accomplish anything if you put your mind towards it.' (Nathan, 15, Ladbroke Grove)
- 'Learning to ski taught me perseverance and gave me a huge amount of confidence. I really do believe in myself now and I never give up.' (Shakira, 16, Brixton)
- 'My best achievement was going down the massive mountains with speed, control and stability. And through the life-skills sessions I learnt how to control my anger in positive ways.' (Tony, 17, Westminster)

Quotes from sponsors and supporters:



SNO!zone are delighted to help give more young people in the UK the chance to get involved in snowsports at home and abroad.



'A great opportunity for those who wouldn't otherwise be able to enjoy mountain sports. We are pleased to be working in partnership with Snow-Camp'



'A wonderful initiative. We wish Snow-Camp every success and are proud to be supporting the project through our grants programme.'



'Westbeach is proud to help kit out the young people on Snow-Camp. Its a fantastic project and we wish them well for the future'



'A fantastic initiative for disadvantaged young people – The Ski Club of Great Britain completely supports the Snow-Camp project.'



'Ellis Brigham are proud to be able to support Snow-Camp and enable more young individuals to enjoy skiing and snowboarding.'