



PRESS RELEASE
FOR IMMEDIATE RELEASE
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Youth Charity Snow-Camp launches The Snowball Rally 2009!

**Teams wanted for the UK's first ever skiing and
snowboarding 3-day fundraising road trip!**

Youth charity Snow-Camp today launched a brand new fundraising event to support its work with inner-city young people. Snow-Camp hopes that The Snowball Rally will capture the imagination of skiers and snowboarders across the country to enter teams and compete against each other to win masses of snowsports prizes and the Snowball Rally Cup!

The Rally challenges teams to plan their route around as many of the countries 43 dry and artificial slopes over a 3-day period between 19th and 21st November 2009. Setting off from the Milton Keynes SNO!zone, teams collect points for every slope they ride, with the points available increasing for slopes further from the starting point. At the finish on the 21st November, the team with the most points wins!

Snow-Camp Director Dan Charlish said, 'It's like a cross between the Cannonball Run and the Gumball Rally only with skiing and snowboarding thrown in! Nobody has ever skied or boarded every slope in the country before...it's going to be a fantastic challenge, great fun and accessible to anyone with a vehicle, some skis and a sense of adventure!'

The idea for the Snowball Rally was dreamt up by two Snow-Camp volunteers, Rich Brown and Steve Marsh, who worked as volunteers on Snow-Camp's programmes in the French Alps this winter. After their experience in the Alps they wanted to launch a competitive event that would bring together teams of snowsports enthusiasts to raise funds for Snow-Camp's ongoing work, and have a great time in the process!

Rich Brown said, 'After seeing first hand the positive effect Snow-Camp had on all the young people involved, I wanted to help raise money so more and more young people can benefit from this unique charity. I hope that through the Snowball Rally this will be achieved while simultaneously providing a fun and challenging experience. I'll be doing my best to do all 43 slopes!'

The charity hopes up to 20 teams will enter this first Snowball Rally, with all the information required to register and plan your route on the web pages www.snow-camp.co.uk/snowballrally. Team members pledge to raise a minimum of £250 for Snow-Camp's work by participating, with Just Giving sites set up to support each team's sponsorship efforts.

Snow-Camp are seeking corporate sponsorship from companies who would like to be involved with the event from the outset. Dominic de Terville, Snow-Camp's Chairman and Head of Sponsorship, said, 'We are hoping to attract companies who share Snow-Camp's ethos and are keen to both reach and reach out to young people. Sponsorship of the Snowball Rally offers the benefit of being associated with an innovative and original event alongside great visibility through publicity - with the added bonus of knowing all sponsorship funds support Snow-Camp's future work'. Interested companies can download the sponsorship pack from the Snow-Camp website.

The Snowball Rally will conclude with a huge party held at the Milton Keynes SNO!zone, where the slope will be open late just for Snowball Rally competitors to complete the final slope of their challenge. The Avalanche Suite will then host the after party where everyone can share their road trip stories over a well earned drink!

To enter your team, discuss sponsorship, find out more about the event or arrange an interview with Snow-Camp staff please check out the Snow-Camp website www.snow-camp.co.uk, contact Dan or Rich at snowballrally@snow-camp.co.uk or call 07930 695384.



Check out the Snow-Camp Movie of the 2009 trips – watch online at <http://www.snow-camp.co.uk/video.php?view=2009>

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 Snowball Rally 2009 sponsors:



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.



Base Camp have followed and supported Snow-Camp since its conception in 2003. We share the values of Snow-Camp and are proud support what is a wonderful charity.



We are passionate about snowboarding at SnowboardClub.co.uk, and love the opportunity which Snow-Camp provides to inner city young people, enabling them to share the sport we love.



Snow-Camp are bringing the fun and inspiration of snow-sports to those that really need it. FBBB are behind Snow-Camp all the way!

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