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Press Release

The Peaks Project is Making Skiing and Snowboarding More Accessible to NYC Youth

Crowdfunding campaign will give NYC youth the opportunity to try action sports for the first time

NEW YORK, NY, October 17, 2013- With the closest ski resort to New York City being a two-hour drive away, plus increased lift ticket and equipment costs, there are many obstacles to joining the East Coast ski community.

The Peaks Project is a nonprofit organization that gives underprivileged, New York City youth access to skiing and snowboarding, while promoting camaraderie and personal growth. The Peaks Project also aims to educate their program's participants on environmental stewardship.

"I started The Peaks Project so that I could share my appreciation and love for the sports of skiing and snowboarding with kids who have never had the chance to try them," said Founder Molly Tarlofsky. "I think it's extremely important for kids to be active, happy and genuinely enjoy themselves while learning something new. That's how I feel when I'm out on the mountain."

Every Sunday from January through March 2014, The Peaks Project will be coaching a consistent group of twelve students between the ages of eight and eighteen. The children are a part of the organization [Children Of Promise](#). The Peaks Project will be providing skiing and snowboarding lessons through Camelback Mountain Resort and receiving transportation through OvRide.

On Thursday, October 17th, The Peaks Project will be launching their ['NYC Youth on the Slopes'](#) Indiegogo crowdfunding campaign to raise the program's capital.

The Peaks Project has received generous sponsor donations and support for this campaign. By contributing to The Peaks Project, donors can purchase: Faction skis, a Mervin Manufacturing snowboard, FD Virtika clothing, DPS Skis swag, lift tickets from Mt. Abram in Maine, a day of skiing with a Mountain Rider's Alliance founder, a weekend of snowshoeing gear from Eastern Mountain Sports and East Coast Wax bars.

The Peaks Project was founded in 2012, in Manhattan, NY, and is partnered with Saga Outerwear, SPY Optic, Grenade gloves, and Mountain Rider's Alliance.

For more information on The Peaks Project, please visit their [website](#), [Facebook](#), or contact them directly at thepeaksproject@gmail.com.
