



For Immediate Release

Squaw Valley | Alpine Meadows and the "Military to the Mountains" Program Welcome Veterans to the Slopes this March

- *In a collective effort between High Fives Foundation, Adaptive Training Foundation, City of Reno, Achieve Tahoe and Squaw Valley Alpine Meadows, 22 injured veterans train for and participate in a week on the slopes with adaptive ski instructors*
- *Squaw Valley Alpine Meadows offers active duty military season passes for a \$99 donation; 100% of funds support Military to the Mountains program and Special Ops Survivors*

[Olympic Valley, Calif.] March 8, 2018 – As part of the third annual Military to the Mountains program, Squaw Valley Alpine Meadows will welcome 22 injured military veterans to stay and ski for a week March 11-17, 2018. The Military to the Mountains program was created by the High Fives Foundation and is a collective effort between [High Fives Foundation](#), [Adaptive Training Foundation](#), the [City of Reno](#), [Achieve Tahoe](#) and [Squaw Valley Alpine Meadows](#). In an effort to continue to raise funds for Military to the Mountains and support the armed forces, Squaw Valley Alpine Meadows offers a Silver Tahoe Super Pass, with a note of appreciation and a challenge coin, in

exchange for a \$99 donation to all active duty military personnel. Squaw Valley Alpine Meadows and the Military to the Mountains program are expected to exceed \$300,000 this year in season pass sales, making it possible to expand the program for injured veterans in years to come.

“We are deeply appreciative of the men and women who serve our country and are honored to support them with the Military to the Mountains program,” said Andy Wirth, President of Squaw Valley Alpine Meadows. “By continuing the season pass program for active duty military members we aim to continue and expand our partnerships with High Fives Foundation and Adaptive Training Foundation, and bring even more veterans to our slopes year after year.”

The Military to the Mountain program is organized by the High Fives Foundation whose mission is to provide resources and inspiration to outdoor sports athletes who suffer life-altering injuries. Private contributions, corporate sponsors and funds raised through the sale of the Squaw Valley Alpine Meadows active military pass (raised \$174,000 in 2017) make the program financial possible.

Prior to arriving to the slopes, 22 injured veterans participate in 9-week program hosted by High Fives Foundation and Adaptive Training Foundation, with the goal of readying their bodies for adaptive skiing lessons. Fifteen athletes train at the Dallas, TX based Adaptive Training Foundation, founded and operated by retired NFL linebacker, David Vobora. The mission of the Adaptive Training Foundation is to empower the human athlete, restore hope through movement, and redefine the limits of individuals with disabilities. Their role in this effort is to train military veterans who have been severely injured to be physically ready for adaptive skiing lessons. The remaining 7 athletes split their 9-week training regimen between the City of Reno, Parks, Recreation and Community Services Department and High Fives Foundation, with the same goal of readying their bodies for adaptive skiing lessons.

Following the 9-week training, High Fives and Adaptive Training Foundation bring the 15 Texas athletes to Reno on flights hosted by American Airlines to meet up with the seven local athletes. All 22 athletes will then stay in the Village at Squaw Valley and ski at Squaw Valley and Alpine Meadows with Achieve Tahoe adaptive ski instructors.

All “on-hill” snow sports will be instructed by the professionals at Achieve Tahoe. The 22 veterans will be navigating the snow in multiple modalities based on injury. Some participants will be using mono-skis or bi-skis provided by Achieve Tahoe, some will be donning “stand up” skis, boots and poles provided by [K2 Sports](#) and some will be on snowboards provided by the Squaw Valley Demo Shop.

When Military to the Mountain concludes on March 17th, and the 22 US Veterans are met at Reno International Airport by a Large Honor Guard send off, it is the hope that each participant took something away from the program; whether it's becoming physically stronger, finding a new love for snow sports, making a lifelong friend or sharing laughter with existing friends.

The resort will continue to provide a [Silver Tahoe Super Pass](#) to active duty military personnel, along with a note of appreciation and a challenge coin for a donation of \$99, of which all proceeds support the Military to the Mountains program and Special Ops Survivors. Additional donations are also accepted at the resort on behalf of the organization. The donation amount will ensure that the Military to the Mountains program will both remain sustainable, and continue to grow, year after year, with the potential of offering multiple 10-week sessions in years to come.

For more information about Squaw Valley Alpine Meadows or the Military to the Mountains program, visit www.squawalpine.com.

About Squaw Valley Alpine Meadows

Voted 'Best Ski Resort' in North America for the third year in a row by USA Today and 10Best Readers' Choice, Squaw Valley Alpine Meadows is an internationally renowned mountain resort in North Lake Tahoe, California. Spanning over 6,000 skiable acres across two mountains, skiers and riders of all ability levels are welcomed by over 65 percent beginner and intermediate terrain, 14 easy-to-navigate mountain zones and a custom app to make the most of every visit. The resort features slopeside lodging at The Village at Squaw Valley®, which bustles year-round with nonstop events and over 50 bars, restaurants and boutiques. With an annual average of 450 inches of snowfall and 300 sunny California days, Squaw Valley Alpine Meadows is known as the Spring Skiing Capital™ as it provides one of the longest ski and snowboard seasons in Lake Tahoe. Visit squawalpine.com or call 1.800.403.0206 to learn more.

About Achieve Tahoe

Achieve Tahoe is a North Lake Tahoe-based non-profit organization that provides year-round outdoor recreation programs for children and adults with physical, sensory and intellectual disabilities. The organization, founded in 1967 and long known as Disabled Sports USA Far West, is the longest operating adaptive sports program in the country, and was designed to provide affordable, inclusive physical and recreational activities that build health and confidence. To learn more or to help, visit www.achievetahoe.org.

About the High Fives Foundation

The High Fives Foundation is a Tahoe-based, national 501.c.3 non-profit organization. The High Fives Foundation supports the dreams of mountain action sports athletes by raising injury prevention awareness while providing resources and inspiration to those who suffer life-altering injuries. Formed as a way to “pay-it-forward” by the founder from his own recovery to help injured athletes, the Foundation has helped 187 athletes from 32 states to date since its inception in 2009. For more information, visit www.highfivesfoundation.org

About the Adaptive Training Foundation

Adaptive Training Foundation's mission is to empower the human athlete, restore hope through movement, and redefine the limits of individuals with disabilities. For more information, visit www.adaptivetrainingfoundation.org

About the City of Reno

The City of Reno government's mission is to effectively provide the highest level of service responsive to our community. In order to achieve that purpose, the Reno City Council has established five key priorities: Vibrant Downtown, Safe and Healthy Neighborhoods, Planned Growth, Fiscal Stability and Sustainable Services, and Predictable and Accessible Business Environment. For more information, visit www.reno.gov

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