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One Day Downhill. A Lift Up for People in Need Every Day: Local Skiers Hit the Slopes for United Way

NORTHAMPTON, Mass.—On February 9, when several dozen local skiers spend a day racing down the slopes at Vermont’s Mount Snow, they will be giving a lift up for local people in need by boosting the United Way of Hampshire County’s LIVE UNITED 365 Community Campaign.

Forty plus skiers from the Valley are already registered for the second annual **Ski United** benefit for United Way of Hampshire County (UWHC) for a day of skiing followed by an Après-Ski Party hosted by Paradise City Tavern.

The February 9 event is open to all adults, regardless of skiing ability. The \$125 registration fee includes bus transportation to Mount Snow, an all-day lift ticket, lunch on the mountain, free demo skis, and a hearty dinner at Paradise City Tavern upon return to Northampton. For novice skiers, free clinics will be available on the mountain. UWHC enthusiasts who want to join returning skiers for the Après-Ski Party at 5:30 PM are welcome for \$25 at the door.

Ski United is the brainchild of Steve Prothers, owner of Amherst Landscape and Design Associates, who organizes the event with the assistance of several fellow skiing enthusiasts.

“Ski United is a way for me to exercise my passions for both skiing and giving back to the community,” said Prothers, who moved to the Valley and opened his business 33 years ago. “This has been on my bucket list for years.”

Ski United net proceeds from skier registrations and event sponsors are contributed to the LIVE UNITED 365 Campaign. Event organizers have secured 20 local business sponsors to underwrite the event. “I fully expect this year’s **Ski United** proceeds to exceed what we raised last year,” predicts Prothers. Last year’s inaugural event netted \$3000 for United Way.

Prothers has a long history of involvement with local social service organizations, including several UWHC partner agencies, particularly Big Brothers/Big Sisters of Hampshire County.

“I always wanted to do something like this,” said Prothers. “The LIVE UNITED mission really resonates with me, and the United Way of Hampshire County touches so many people’s lives in the Valley. It’s great to be a part of it.”

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Prothers also hopes **Ski United** inspires other local entrepreneurs to think creatively in devising fun ways to raise funds for UWHC.

“Our LIVE UNITED campaign is about neighbors joining together to build hope, opportunity and a good quality of life for everyone in our community,” said UWHC Executive Director James Ayres. “Steve’s initiative through **Ski United** embodies these goals beautifully. What a fun and appropriate way to support our campaign.”

As the LIVE UNITED 365 Campaign reaches 65% toward this year’s goal of \$1.25 million, **Ski United** will provide a timely boost for UWHC to meet its goal by June 30.

To register for Ski United, contact Prothers by February 7 at 413-374-4846 or visit www.unitedwayhampshirecounty.org to download a registration form.

The United Way of Hampshire County is a community-based, non-profit organization whose mission is to rally resources to advance the common good. Through the generosity of thousands, the United Way effectively invests in opportunities to create a better life for all in our local community. The United Way directs its efforts and community funding toward three program areas that form a foundation for a good life for individuals, families and the community—Children and Youth; Health and Safety; and Economic Security. Visit www.unitedwayhampshirecounty.org to learn more.

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PRESENTED BY AMHERST LANDSCAPE & DESIGN

ONE DAY DOWNHILL

SKI UNITED—February 9, 2012

Second annual ski outing benefit for UWHC.
Visit unitedwayhampshirecounty.org
for more information.

**A LIFT UP
FOR PEOPLE IN NEED
EVERY DAY**

United Way
United Way
of Hampshire County