Vail Resorts Expands Youth Access Program across 11 North American Cities to Inspire Next Generation of Skiers and Snowboarders

Nonprofit partners receiving $560,000 in grants from Katz Amsterdam Charitable Trust in advance of 2021/22 winter season

BROOMFIELD, Colo.—Sept. 1, 2021—Vail Resorts and the company's CEO, Rob Katz, via his family foundation, today announced 11 organizations receiving approximately $560,000 in grants as part of an ongoing commitment to increase youth access to outdoor recreation. Each of the nonprofit partners work to support youth of color in major metropolitan areas surrounding Vail Resorts' locations, including Baltimore, Boston, Chicago, Cleveland, and New York, among others.

For the first time, Vail Resorts and the Katz Amsterdam Charitable Trust will also partner with the National Brotherhood of Skiers (NBS) to inspire the next generation of skiers and snowboarders and support NBS' mission of developing and supporting athletes of color who will win international competitions.

"This grant gives the NBS the opportunity to develop a true partnership with Katz Amsterdam and Vail Resorts," said Lee Valentine, executive vice president of NBS. "Our clubs in Boston, Detroit, New York, and Columbus, OH are positioned to leverage their well-established network of volunteers and long track record of conducting youth outreach trips to promote skiing and snowboarding within underrepresented communities. When combined with the resources and industry reach of Vail Resorts, we are encouraged about the outcomes this partnership will forge."

Today's donation is part of a five-year commitment, announced in 2019, to expand youth access programs to all 34 of Vail Resorts' North American resorts. Through donated products and services totaling close to $1.1 million this year, Vail Resorts will provide free lift tickets, ski and ride school, meals, and equipment rentals, while funds from the Katz Amsterdam Charitable Trust will help develop and expand programs, support needed staffing and soft goods, and fund transportation. Vail Resorts currently hosts nearly 4,500 kids across its resorts each year, including Vail, Beaver Creek, Keystone, Breckenridge, Crested Butte, Park City, Heavenly, Kirkwood, Northstar, Stevens Pass, Afton Alps, Wilmot, Mt. Brighton, and Stowe. Through this five-year program expansion the company hopes to more than double that number.

"Vail Resorts is committed to making the sport more accessible through *Epic for Everyone*, including growing our youth access program," said Katz. "We're proud to be able to support and accelerate efforts to get kids on mountain across the country. By partnering with the National Brotherhood of Skiers and regional nonprofits closely tied to the communities surrounding our resort locations, we're looking forward to introducing kids to skiing and snowboarding who otherwise may not have access—broadening lifelong engagement by removing some of the sports' barriers to entry."

Each skier or snowboarder will receive five on-snow sessions through the participating partner organization, as well as two additional sessions for both them and a guardian to continue practicing. Nonprofits will combine these services with youth mentorship for enriching, on-mountain programs including—in partnership with resort team members—an introduction to career opportunities in snow sports like snowmaking, operations, and ski and snowboard instruction.

The nonprofits receiving this year's grants include:

- **National Brotherhood of Skiers—Detroit, Columbus, NYC, and Boston** (access to Mt. Brighton, Mad River, Hunter, Crotched, and Mount Sunapee): $97,775
    - .Sub-grants will go to four NBS clubs across the country. In addition to promoting winter sports for new participants, NBS prioritizes training and hiring ski and snowboard instructors of color. Through this partnership, the organizations intend for instructors of color to conduct on-snow programs so participants can better see themselves represented on-mountain.
- **Boys and Girls Club of the Twin Cities—Minneapolis and St. Paul**(access to Afton Alps): $55,000

- **Boys and Girls Club of Northeast Ohio—Cleveland** (access to Alpine Valley): $25,000
- **Boys and Girls Clubs of Boston** (access to Crotched): $56,700
- **Good Shepherd Services—NYC** (access to Hunter): $100,000
- **City Kids Wilderness Project—Washington, DC** (access to Liberty and Whitetail): $45,162
- **Boys and Girls Club of Metro Baltimore** (access to Liberty and Whitetail): $20,356
- **Indigenous Life Sport Academy—Whistler, British Columbia** (access to Whistler Blackcomb): $42,220 USD
- **Chicago Youth Centers** (access to Wilmot): $24,282
- **Girls, Inc. Chicago** (access to Wilmot): $16,421
- **SOS Outreach**—Chicago and Detroit (access to Wilmot and Mt. Brighton): $76,940

To kick off the youth program last year, $1.5 million in grants was given to 14 organizations across North America. Due to the challenges presented by COVID-19, instead of increasing access to outdoor recreation, funds benefited the top priorities determined by the organization for the youth they serve.

Nonprofits interesting in partnering for future seasons are encouraged to contact travis.r.tafoya@vailresorts.com.

About Vail Resorts, Inc. (NYSE: MTN)

Vail Resorts, Inc., through its subsidiaries, is the leading global mountain resort operator. Vail Resorts' subsidiaries operate 37 destination mountain resorts and regional ski areas, including Vail, Beaver Creek, Breckenridge, Keystone and Crested Butte in Colorado; Park City in Utah; Heavenly, Northstar and Kirkwood in the Lake Tahoe area of California and Nevada; Whistler Blackcomb in British Columbia, Canada; Perisher, Falls Creek and Hotham in Australia; Stowe, Mount Snow, Okemo in Vermont; Hunter Mountain in New York; Mount Sunapee, Attitash, Wildcat and Crotched in New Hampshire; Stevens Pass in Washington; Liberty, Roundtop, Whitetail, Jack Frost and Big Boulder in Pennsylvania; Alpine Valley, Boston Mills, Brandywine and Mad River in Ohio; Hidden Valley and Snow Creek in Missouri; Wilmot in Wisconsin; Afton Alps in Minnesota; Mt. Brighton in Michigan; and Paoli Peaks in Indiana. Vail Resorts owns and/or manages a collection of casually elegant hotels under the RockResorts brand, as well as the Grand Teton Lodge Company in Jackson Hole, Wyo. Vail Resorts Development Company is the real estate planning and development subsidiary of Vail Resorts, Inc. Vail Resorts is a publicly held company traded on the New York Stock Exchange (NYSE: MTN). The Vail Resorts company website is www.vailresorts.com and consumer website is www.snow.com.

About the Katz Amsterdam Charitable Trust and Foundation

Founded by Vail Resorts' CEO, Rob Katz, and his wife, Elana Amsterdam, New York Times bestselling author and founder of Elana's Pantry, the Katz Amsterdam Foundation believes that emotional and physical wellness is essential for people and their communities to thrive. With an initial focus on mountain communities, the Foundation strives to create an inclusive and equitable environment that empowers people to lead full and vibrant lives. Since 2016 Katz and Amsterdam have made contributions of nearly $150 million to the Katz Amsterdam Foundation and Charitable Trust, representing 100% of the proceeds of any sales by Katz of Vail Resorts common stock. During that same time period they have made grants to non-profits totaling over $24 million.

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