

WinterKids

WinterKids Passport: Making a Difference

For over a decade, the **WinterKids Passport** has helped Maine kids get off the couch and into the snow! The Passport opens doors to an exciting array of fun and healthy winter activities for the **whole family**, including downhill and cross country skiing, snowboarding, ice skating, and snow tubing.

During the 2008-2009 winter season, a remarkable 4,760 children participated in the Passport program—more kids than ever before! And WinterKids' **2009 Passport Family Survey**, conducted by **Reach Advisors** as part of an ongoing pro bono study, indicates that the program is making a *big difference* in the lives of many Maine families.



Of the parents surveyed about the WinterKids Passport...

- **77%** said that the Passport increased the number of days their child participated in outdoor winter activity
- **74%** said that the Passport helped their family to become more active and healthy this winter
- **85%** said that the Passport helped their child develop a healthy, active lifestyle that will continue after he or she is out of the program
- **82%** said that the Passport has helped their child understand the importance and fun of being active in the winter
- **97%** said that they would sign their 5th, 6th, or 7th grader up for a Passport in 2009-2010

Passport Praise from Parents

With the WinterKids Passport, we were able to try snowboarding, tubing, and tobogganing for the first time. By exposing my child to all the different winter activities, we now have more reasons to get outdoors, and more diversity in what we can do.

Kurt Stinson

Brunswick, ME

Last year was our first year using the WinterKids Passport and our son learned to ski! It was exciting for us to watch him learn a new winter sport, and it provided us with an opportunity to spend several hours of quality time together as a family doing something that we ALL enjoy. Our son's grandfather joins us on the slopes for a three-generation outing!

Michelle Binotto

Oakland, ME

I believe the Passport helped my son and daughter understand that it is important to make healthy lifestyle choices and one of those choices is how to keep physically active.

Alice Clifford

Bangor, ME

Our son has Asperger's disorder, and struggles with social issues and self-esteem. I cannot tell you how much skiing has done for him. He loves being out there on the mountain, and feels that he can really accomplish something when he skies a black diamond trail! It has given him such a great boost of confidence.

Lisa Hupper

Tenants Harbor, ME

I love the Passport program and recommend it to all who qualify. It has made a world of difference to discover the pleasures of winter. Winter doesn't seem to last as long when you spend a day outdoors getting exercise and breathing fresh air!

Cathy Hodson

Portland, ME

The WinterKids Passport is an excellent tool for children to develop skills that they can use for a lifetime of good health and pass on to future generations!

Kristy Nickerson

North Monmouth, ME