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MEDIA RELEASE

December 23, 2015 – FOR IMMEDIATE RELEASE

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Aspire Announces New Date for Ski the Valley Event

Aspire of WNY, together with Holiday Valley Resort present a Sunday Funday on the slopes, February 28th to benefit children and adults with disabilities.

Ellicottville, NY – Aspire of WNY is proud to celebrate their third annual Ski the Valley event being held at Holiday Valley Resort, ranked as the #3 Best Ski Resort in the East by Ski Magazine for 2016. While this fundraiser to benefit children and adults with disabilities features activities for skiing and snowboarding enthusiasts, there are plenty of fun options for everyone who attends. Tubing, live music, a basket raffle, and a meal in a dedicated area in the Main Lodge will be offered. Discounted room rates and rentals are available upon request.

Aspire's Ski The Valley Event, presented by Independent Health, happens on Sunday, February 28th from 12 pm until 6 pm at Holiday Valley Resort, top floor of the Main Lodge, 6557 Holiday Valley Road, Ellicottville, NY 14731. Lift tickets allow you to hit the slopes from 8:30 am to 10 pm with tubing available 11 am to 6 pm.

Ski Lift and Tubing Packages both include a meal ticket, or for those not planning to enjoy the slopes, meal tickets are available for separate purchase.

“The past two years at Holiday Valley have been a great success,” explains Michael Holley, Aspire's Vice President of Development, “It's been gratifying to see so many families participate and we're thrilled to keep our partnership going with Western New York's premier ski and snowboarding venue again this year.”

For **pricing information or to register online** visit the event website at www.aspirewny.org/events/aspire-ski-the-valley/ or contact Amanda Rosenberg, Special Events Coordinator for Aspire at (716) 505-5514 or by email: Amanda.Rosenberg@aspirewny.org

Aspire of WNY has been a leader in providing innovative, person-centered programs and services for children and adults with developmental and other disabilities for nearly 70 years. Visit www.aspirewny.org or call (716) 505-5830 to learn more about our personalized assistance empowering individuals to achieve their full potential and live as independently as possible.

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