

## **Snow-Camp Launch First Ever Excel Programme, Training Inner City Young People to be Snowsports Instructors**

**“A fantastic and beneficial project that just keeps getting better”  
Martin Bell (British Olympic Skier)**

Youth charity Snow-Camp have teamed up with Snowsport England and Sport England to launch Excel, an exciting new programme which will train 40 inner city young people to be ski and snowboard instructors. The new programme means that for the first time since Snow-Camp was established in 2003, the charity will be able to offer a complete set of courses to young people, from beginner right through to instructor level.

Dan Charlish, Snow-Camp’s Director said. ‘This is a fantastic day for Snow-Camp. Over the years we have launched and expanded a range of programmes using snowsports and life-skills to support inner city young people. This new Excel programme feels like the final piece in the jigsaw, and offers a fantastic opportunity to those young people who have developed a passion for snowsports through other Snow-Camp programmes, and want to take this next big step to get qualified.’

Tim Fawke, CEO of Snowsport England said, ‘This is such a great opportunity for young people to gain a recognised Snowsport England qualification in instructing. We are really excited to be working with the young people and to be playing a key role in training them to be ski and snowboard instructors’



*The first group of 20 Excel students, together with Snow-Camp staff*

The 20 young people on the first Excel programme have come through Snow-Camp's other courses, Snow-Camp London, Snow-Camp France and the Snow-Camp Graduate Programme before signing up for this new Instructor course, giving them an opportunity to complete their Snow-Camp experience with a qualification. A further 20 will complete the same course next year.

The students will be working with fully qualified Snowsport England instructors, completing 8 weeks of instruction and assessments at the Sno!zone in Milton Keynes, before heading out to the French Alps to complete their course with 20 hours instructor shadowing and final assessments. They will then return home with a brand new qualification which will give them access to job opportunities around the UK.

Emma Martin, Project manager for Snow-Camp said, 'This qualification will enable 40 young people to gain access to further job opportunities within the snowsports field and at Snow-Camp. It's a really exciting opportunity and I can't wait to see our newly qualified instructors, teaching a new generation of Snow-Camp participants in 2011!'

For more information on the Excel programme, please contact Snow-Camp Project Manager, Emma Martin on 07763 638187. To support Snow-Camp or for more information about the charity, please see [www.snow-camp.co.uk](http://www.snow-camp.co.uk)

### **Quotes from young people who are attending Snow-Camp Excel programme:**

Snow-Camp has instilled so much confidence in me! I have come so far with something I first knew nothing about. Snow Camp inspires me to pursue my dreams and constantly reminds me I am capable of doing anything I want! (*Thea, 16, Brixton*)

Snow-Camp has influenced me a lot because it has giving me a once in a life time opportunity to do something that I would have never thought of doing, also by helping me gain self confidence to meet new people and make new friends. It has also helped me to find something that I am good at and that I would like to have a career in. (*Kirbie, 17, Tulse Hill*)

Snow-Camp has encouraged me to go after what I want and given me more confidence to do it. It has also made me want to do for another young person what Snow-Camp has done for me and many others. (*Layal, 18, Victoria*)

## Quotes from sponsors and supporters:



'Westbeach is proud to help kit out the young people on Snow-Camp. It's a fantastic project and we wish them well for the future'



project.'

'A fantastic initiative for disadvantaged young people – The Ski Club of Great Britain completely supports the Snow-Camp



'Ellis Brigham are proud to be able to support Snow-Camp and enable more young individuals to enjoy skiing and snowboarding.'



'A great opportunity for those who wouldn't otherwise be able to enjoy mountain sports. We are pleased to be working in partnership with Snow-Camp'



"Despite the fact that we have some fantastic indoor and outdoor skiing facilities across the country, taking to the slopes is still something not everyone gets the opportunity to do.

That's why Snow-Camp's Excel programme

is such an important and exciting opportunity for young people to learn to ski. We at Sport England hope that our support for this programme will mean more young people can get involved in, and stay part of, an exciting sport."