

Snow-Camp City Drinks fundraising event raises over £10,000 to support charities development

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

Youth charity Snow-Camp were celebrating last week as their 3rd Annual City Drinks fundraising evening raised over £10,000 to support the work of the charity. Over 160 people representing 65 different companies attended the evening, held on the spectacular roof terrace at Norton Rose LLP.

Olympic skier and BBC presenter Graham Bell welcomed guests with a short address about his support for Snow-Camp, before introducing a short movie about the charity's work with inner city young people over the last 8 years. (Please see www.vimeo.com/25457175)

Snow-Camp Director Dan Charlish said, ‘The City Drinks event is getting bigger and better every year, and with funds harder to come by than ever, it is also a crucial platform for Snow-Camp to reach new companies and individuals who may wish to support our work. It’s also a very enjoyable evening for everyone who attends!’

Snow-Camp young people, recently qualified as snowsports instructors, were on hand to talk to guests about how they had been helped by the charity, and also to sell them raffle tickets! The auction was also very entertaining; with donated ski holidays, ski equipment, festival tickets and even Team GB rider Ben Kilner’s Olympic Helmet helping raise valuable funds.



Graham Bell addressing guests



Graham with Snow-Camp Young People

Snow-Camp also used to the occasion to promote their new corporate sponsorship programme and launch the Everest Challenge 2012 ski-a-thon event – a 48 hour 150km ski and snowboard event held in the French Alps in January 2012. Places are open to all, details on the Snow-Camp website!

The evening also saw the launch of The Good City Ski Company - a new corporate ski events company giving 50% of profit to support Snow-Camp! By booking their events through the new social enterprise, companies aiming to run client or staff ski trips can now support Snow-Camp at the same time. Please see www.goodcityskicompany.com

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For more information please contact Dan on 01273 241383 or 07930 695384.
E: dan@snow-camp.org.uk W: www.snow-camp.org.uk

Quotes from young people who are attending Snow-Camp programmes:

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. *(Loyal, 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'



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

Snow-Camp 64a Blatchington Road Hove East Sussex BN3 3YH

T 01273 241 383 F 01273 204 609 E info@snow-camp.co.uk W www.snow-camp.co.uk

Registered Charity Number 1101030



'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'



Snow-Camp's programmes are such an important and exciting opportunity for young people. 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."

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