



HELPING KIDS DISCOVER NATURE'S PLAYGROUND

## FOR IMMEDIATE RELEASE

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### **THE NORTH FACE EXPLORE FUND AWARDS GRANT TO YOUTH ENRICHMENT SERVICES (YES)**

*Youth Enrichment Services supports a national effort to increase outdoor participation among Boston youth*

**Boston, MA – December 1, 2011**– The North Face recently awarded a grant to Youth Enrichment Services (YES) to help children and families explore the outdoors. YES was selected from hundreds of applications because of YES's mission to "inspire and challenge youth with physical and mental activities that foster life-long respect for self, others, and the environment." In the final grant cycle of 2011, The North Face awarded \$125,000 Explore Fund grants to 51 projects helping more than 30,000 kids to connect to nature.

"We are honored to have been awarded this grant by The North Face Explore Fund. The gift will directly support YES's Operation SnowSports winter youth development programming," says YES Executive Director, Bryan Van Dorpe. Each winter, YES's Operation SnowSports program brings over 900 inner-city Boston children and teens to the mountains for leadership development activities. Van Dorpe adds, "Partnerships with community-minded companies like The North Face help YES deepen our impact on inner-city youth and enable us to connect more youth with life-changing outdoor experiences"

"We believe in the importance of bringing youth together from diverse backgrounds and providing them with opportunities to get outdoors," said Ann Krcik, director of Outdoor Exploration at The North Face. "We support organizations that work to create these opportunities for youth because we've seen firsthand how these programs can ignite a passion for the outdoors and teach them the importance of protecting the places we play for generations to come."

To learn more about Youth Enrichment Services and Operation SnowSports visit [www.yeskids.org](http://www.yeskids.org). To learn more about all of the Explore Fund grantees and to keep up on their progress visit [www.planetexplore.com/explore\\_fund](http://www.planetexplore.com/explore_fund).

### **About Youth Enrichment Services (YES)**

Since 1968, YES has served, supported, and inspired over 100,000 Boston youth to develop as leaders and explore the great outdoors. YES's programs focus on introducing inner-city youth to positive sports experiences and giving them unique opportunities to connect with the outdoors. In 2011, over 1,500 kids and teens from Boston's poorest neighborhoods participated in YES programs. YES's model focuses on leadership development opportunities for youth to increase social and developmental assets through positive interactions with volunteer mentors. A recent survey found that 100% of YES youth alumni graduated from high school and that nearly 1 out of 3 achieved a graduate degree.

### **About The North Face Explore Fund**

The North Face® Explore Fund™ is a grant program committed to supporting non-profit, community organizations that break down the barriers preventing children and families from experiencing the outdoors. The Explore Fund, administered by The Outdoor Foundation, finds, engages and provides funding for new partners that help further the mission of inspiring the next generation of explorers and conservationists by helping them discover nature's playground.

### **About PlanetExplore**

PlanetExplore is an online community founded by The North Face, powered by partner organizations that share a passion for the outdoors, and designed to help individuals and families learn about and participate in outdoor activities and events in their area. PlanetExplore is a portal to the outdoors designed to inspire and enable people of all ages to become regularly active outside, and to enjoy the benefits gained through a connection to nature.

For more information, please visit our websites:  
Youth Enrichment Services (YES) [www.yesids.org](http://www.yesids.org)  
The Explore Fund [www.explorefund.com](http://www.explorefund.com)  
Planet Explore [www.planetexplore.com](http://www.planetexplore.com)

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