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**ASPEN VALLEY SKI & SNOWBOARD CLUB RENAMES PROGRAM IN HONOR OF BEATTIE
'BASE CAMP' BACK TO ITS ORIGINAL NAME, 'ASPEN SUPPORTS KIDS'**

ASPEN, CO: In memory of Bob Beattie, Aspen Valley Ski & Snowboard Club is changing the name of Base Camp, the club's recreational learn-to-ski and snowboard program, back to the program's original name: Aspen Supports Kids. Beattie, a ski pioneer and visionary who recently passed away, was one of the program's founders.

While Beattie may be best known for his role in founding the World Cup, World Pro Skiing, and the U.S. Ski Team (among other pillars of the ski industry), he was a passionate advocate of learn-to-ski programs. When he realized skiing was becoming economically challenging for the local workforce in Aspen, he launched Aspen Supports Kids (ASK) in an effort to provide financially and logistically accessible programs for the youth of the Roaring Fork Valley.

Nearly 30 years later, the mission remains the same and the program has successfully grown from 25 children to over 1,600. Bob stayed involved in the program through the end of his life. Ten years ago, to honor Bob's impact on the youth of the Roaring Fork Valley, AVSC named their endowment fund after Beattie. The endowment is a critical component of the program and allows the club to provide scholarships for program fees as well as free transportation.

"Beyond his major accomplishments in ski racing, my dad was especially proud of bringing local youth on the slopes. His dream was for it to be totally inclusive, ideally with no program fee at all. A great way for us to honor his legacy is to ensure a future for the ASK program and continue to get kids on skis and boards." said Beattie's son, Zeno.

In addition to the program name change, AVSC, the Beattie family, and The Bob Beattie Ski Foundation are excited to announce a generous \$45,000 match for donations made in Bob's memory to the club's Bob Beattie Endowment Fund. Donations made before June 1, 2018 will be matched dollar for dollar up to the full \$45,000 thanks to Zeno Beattie, Jackie and John Bucksbaum, Christin Cooper and Mark Tache, Sue and Ron Hopkinson, Carol and Mike Hundert, Peter Loram, and Yvonne and Otto Tschudi. Donations can be made online at www.teamavsc.org/donate, by check (made out to AVSC with "Bob Beattie" in the memo) or by phone (please call Miah Wheeler at (970) 205-5102).

"Bob treated seven-year-olds with as much care as he did World Cup skiers and contemporaries. He wanted every kid to have a chance to experience the fun and challenge of winter sports. Bob absolutely lit up with passion and pride when it came to Aspen Supports Kids. We are honored to continue his legacy and are grateful for the winter sports community's support in that pursuit," explains AVSC's Executive Director Mark Godomsky.

All parties look forward to celebrating Bob's life at a public celebration in Aspen on December 8th, 2018. More details to follow.

About the Aspen Supports Kids program:

- In 2018, 1,600 kids (age 3.5-18) were enrolled in the recreational program
- Started in 1989 by Bob Beattie, Charif Souki, and Brooke Peterson
- Need-based scholarships are available for both program fees and equipment; in 2018 Aspen Valley Ski & Snowboard Club awarded over \$1.1M in scholarships and subsidies
- 16% of participants are Latino, many of whom are the first in their families to ski
- 7 free busses transport children to their group from as far as 40 miles away

About Aspen Valley Ski & Snowboard Club: Aspen Valley Ski & Snowboard Club's mission is to provide all youth in the greater Roaring Fork Valley the opportunity to excel as athletes and as people through winter sports. Learn more by visiting www.teamavsc.org and following Aspen Valley Ski & Snowboard Club on Facebook and @team_avsc on Instagram.

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Bob Beattie with a scholarship athlete at equipment night, December 2017.