



## Transforming lives through outdoor recreation

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### **MEDIA ALERT**

#### **The 6<sup>th</sup> Annual Outdoors for All Snow Ball White-Out Gala and Auction Honors K2 Sports for Continued Foundation Support**

*Seattle Based Not-For-Profit Celebrates 28<sup>th</sup> Year of Enriching the Lives of Children and Adults with Disabilities through Outdoor Recreation on Friday, November 9*

**WHAT:** The Outdoors for All Foundation (formerly the Ski for All Foundation), a Seattle-based not-for-profit that's mission is to enrich the quality of life for children and adults with disabilities through outdoor recreation, is hosting its sixth annual Snow Ball White-Out gala. The fundraising event will celebrate the foundation's 28<sup>th</sup> year of operation and honor Seattle-based K2 Sports for the company's support over the past several decades.

More than 600 Seattle VIPs and Outdoors for All participants will attend the 2007 gala. Grant Goodeve, host of Northwest Backroads on KING TV, is slated to MC the event. In addition, top ski and snowboard athletes Steve Mahre, Andy Mahre, Mike Hattrup, Wayne Wong, along with Olympic-team snowboarders JJ Thomas and Gretchen Bleiler – all wearing the event's required 'White-Out' attire – are scheduled to be on hand to show their support for the foundation.

Items to be auctioned off at the gala include flights on Alaska Airlines; fly fishing trips to Sun Valley, Idaho. Seattle Supersonics' tickets; snowboard lessons from K2's Bleiler at her home mountain of Aspen, CO; and custom K2 ski and snowboard equipment, including a limited edition pair of K2 6 Karat women's ski poles encrusted with diamonds, sapphires and gold (valued at \$3,000). Last year's event raised more than \$230,000, a figure Outdoors for All and K2 hope to eclipse this year.

Outdoors for All enables participants with disabilities to experience the thrill of outdoor recreation through the use of adaptive lessons in activities such as skiing, snowboarding, snowshoeing, cycling, rock climbing, hiking and paddling. The foundation, which started as Ski for All in 1979, surpassed the 2,000 participant mark in 2006

**WHERE:** Sheraton Seattle Hotel, 1400 6<sup>th</sup> Avenue, Seattle, WA 98101

**WHEN:** Friday, November 9<sup>th</sup>, 2007  
Event Doors Open and Silent Auction 5:30pm  
Dinner and Live Auction 7pm

**ATTIRE:** White-Out (all white clothing)

For more information on the Outdoors for All Foundation, please visit [www.outdoorsforall.org](http://www.outdoorsforall.org)

**MEDIA/PHOTO OPPORTUNITIES:** Interviews and photo opportunities with 2006 Olympic silver medalist Gretchen Bleiler, 1984 silver medalist Steve Mahre, K2 Sports President Robert Marcovitch, and Cecelia "Cece" Black, a college freshman from Snohomish County who, just two years after being paralyzed in a car accident, has become an advanced skier using a bi-ski (see photos below) through the assistance of Outdoors for All volunteer instructors. Cece will be a guest speaker at the event.

