



VISAS's Herb Bradley Pepsi Challenge Fundraising Sunday, February 12th

Media Release

For immediate release:

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Courtenay, BC, February 1, 2012 - Another busy season for the Vancouver Island Adaptive Snowsports Society (VISAS) with the successful hosting of the 2012 Learn to Ski/Snowboard Festival held in early January on Mount Washington. Thirty five students attended this year's festival with students coming from as far away as Calgary. Participants with physical and mental challenges received four days of instruction in alpine and Nordic skiing, and snowboarding. "It's always an exciting time for students and instructors," said Bob Hodgson, the Festival Organizer.

"Our Herb Bradley Pepsi Challenge Fundraiser on Sunday, February 12th," added Hodgson, "is our major fundraiser for the year, and provides the dollars to run our Learn to Ski programs and upgrade our adaptive ski and snowboard equipment."

There's still time to register a team for the 2012 Herb Bradley Pepsi Challenge (HBPC). "To join in the fun just round up three people willing to attach themselves to skis or snowboards and navigate down a gentle slalom course" said Ken Kemper, HBPC Coordinator. "No experience is required."

The entry fee/charitable donation is only \$300 and includes lift tickets for the day and lunch. "Each team will be allocated one of our smiling students for the race. And the team closest to their questimate time is the winner," added Kemper.

For more information on the Herb Bradley Pepsi Challenge contact Ken Kemper at 250-890-0776 or e-mail ken.kemper@shaw.ca. Additional information at www.visasweb.ca or on VISAS's Facebook page.



Left to right: Brian Culley, VISAS 2012 President, Kay Fulford, President of Disabled Ski Association of BC (DSABC), Marsha Lloyd, VISAS instructor, Brian Forester, Executive Director of DSABC and student Jared Swanson on the slopes at the Learn to Ski Festival.

Left to right: Brian Culley, VISAS President with sit skier Chris Ross and Brian Forester of DSABC. Chris Ross shown here at the Festival Banquet receiving a Prashberger Mono-Ski (\$5,000 value) through the Snowbility Equipment Access Grant Program (SEAGP). The SEAGP was made possible through a substantial grant from the Canucks for Kids Fund in December of 2010. Chris was a successful applicant in the April 2011 funding cycle.