

Gilson Snow Teamed Up with SkiPA and Sheetz to Provide 150 Free Snowboards & Skis to Kids and Athletes in PA



Williamsport, Apr 24, 2020 ([Issuewire.com](https://www.issuewire.com)) - Gilson Snow, Pennsylvania's ski and snowboard manufacturer, teamed up with the Pennsylvania Ski Areas Association (SkiPA) and PA-owned and operated convenience store chain Sheetz to provide FREE snowboards and skis to 150 children and athletes in the state this winter season.

Located in the Susquehanna River Valley's small town of Winfield, Gilson Snow is one of the fastest-growing ski and snowboard companies in the country. They handcraft skis and snowboards from sustainably sourced local raw materials right here in PA and ship them directly to customers all over the world.

"We're excited to be in the position to give back to the community in a way that can help make it easier for kids in the state to get out on the mountain, and to enjoy living healthy active outdoor lifestyles," said Gilson's Chief Revenue Officer, Andrew Mikowski.

"When you look at the winter sports industry, one of the biggest barriers to beginning to ride or ski is the cost involved. The two biggest costs are equipment and lift tickets."

SkiPA operates one of the country's most comprehensive programs to help introduce kids to skiing and snowboarding. This program, called the 4th and 5th Grade Snowpass, allows any child in the 4th or 5th grade to ski for FREE at any of the participating ski areas in the state. For only a \$40 processing fee, The Snowpass Program allows for up to 3 lift tickets to each ski area.

"PSAA has enjoyed working with Gilson toward our common goal of growing the sports of skiing and snowboarding, and eliminating some of the barriers to getting involved in the sports," said Linda Irvin, Executive Director of the PSAA. "It has been so exciting for us to be able to offer to our 4th and 5th grade Snowpass holders the opportunity to earn a free Gilson snowboard or skis, while at the same time increasing the number of times they get on snow."

Gilson had the vision to make it as easy as possible to get kids introduced to skiing and riding this year, and wanted to build on the great work that SkiPA has been doing over the past 16 years. Sheetz is another great PA-based company that shared in this vision and believes in the value of showing kids how fun living an active outdoor lifestyle can be.

"Since Sheetz was founded in 1952, we have been committed to being fully connected to the communities we serve, especially through youth sports," said Sheetz Public Relations Manager Nick Ruffner. "We are so excited that more kids will have the chance to get out onto the mountain and that this partnership will also support our longtime partners at the Special Olympics Pennsylvania."

Together, these three organizations aimed to make it as easy as possible for kids and families to get out on the mountain. **The results were fantastic.** In a challenge to get out onto the mountain five times this winter, over 100 4th and 5th graders in the Snowpass Program met the mark in time to earn their free snowboards and skis.

"Seeing the children come into our facility with their families and friends to pick up the prizes was too cool," said Mikowski. "For many of them, this was the first board or skis that they've ever owned, and the smiles on their faces were priceless."



Media Contact

Gilson Snow, Inc.

info@gilsonsnow.com

914-805-2723

6985 New Berlin Highway, Winfield PA 17889

Source : Gilson Snow, Inc.

[See on IssueWire](#)