

For Immediate Release

**THE NATIONAL SPORTS CENTER FOR THE DISABLED  
ANNOUNCES RETHINKABILITY SKI CHALLENGE AT WINTER PARK RESORT**

**DENVER – Jan. 13, 2021** – The National Sports Center for the Disabled (NSCD), one of the nation's leading providers of adaptive outdoor recreation, is pleased to announce their RethinkAbility Ski Challenge at Winter Park Resort which kicks off on Feb. 1, 2021. Due to COVID restrictions, the NSCD will not be hosting its annual Wells Fargo Ski Cup and has pivoted with this month-long vertical feet challenge where both individuals and corporations can participate and help raise funds for the organization.

"The RethinkAbility Ski Challenge engages ski and ride enthusiasts from our traditional flagship event, with a socially distanced and exciting way to support the National Sports Center for the Disabled," said Kim Easton, president and CEO.

Vertical Ski Challenge: Each person participating in the RethinkAbility Ski Challenge (individual or corporate team member) will tally one day of vertical feet from February 1 – 25. The Flaik tracking system will log vertical feet for each skier/rider and add it to their cumulative score. Additional points are gained through fun contests and challenges for each skier/rider.

For Individuals: Registration for the event is \$75 with a \$150 fundraising minimum that can be paid in full by the racer or raised from friends and family through the NSCD RethinkAbility Ski Challenge fundraising platform. Registration includes:

- Guaranteed ski day reservation at Winter Park Resort
- Racer bib to skip the lines on your ski day
- Ski pass for the day (unless you have an IKON or Winter Park Resort season pass)
- Food and drink vouchers to be used at Winter Park Resort
- Racer swag bag

Corporate Opportunities: [Click here](#) for the RethinkAbility Ski Challenge sponsorship levels. Each corporate team receives the same perks as an individual skier/rider but also has a competitive athlete on their team who competes in the World Disabled Invitational (WDI) on Feb. 26, 2021. Final team scores will be tallied from total team vertical feet, bonus points AND the score of your elite athlete in the World Disabled Invitational (WDI) held on Friday, Feb. 26 at Winter Park Resort. Team members can ski together or individually, whichever fits their schedule best.

For more information about how to become involved, visit: <https://nscd.org/events/rethinkability-ski-challenge/>.

**About the National Sports Center for the Disabled:**

The National Sports Center for the Disabled is a leading provider of adaptive outdoor recreation experiences committed to helping individuals with disabilities, their caregivers and the broader

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community rethink ability. Through the power of adaptive innovation, recreation and Colorado's great outdoors, we are transforming lives, families and communities and creating a world that celebrates each person's abilities.

Our exhilarating adaptive outdoor experiences help participants make the very most of their passion, their talents and their aspirations. They discover a renewed sense of confidence, reignite the pure joy of play, and find motivation to try new things, meet new people and believe in their own abilities. With industry-leading adaptive equipment, renowned coaches, instructors and volunteers and unmatched mountain and metro programs, we change the perceptions of athletes of all levels and help them, and the world, **#RethinkAbility**.

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