

Three Non-Profits Partner on Behalf of Inland Empire Under-Served Youth

The Music Changing Lives (MCL), Inland Empire Ski & Sport Club (IESSC) and Chill Foundation, all three non-profit organizations, are combining their efforts to achieve a common goal of helping Inland Empire youth to break boundaries and to see beyond the circumstances of today by exposing them to experiences and cultures they otherwise may not have the opportunity. On the surface this may appear to be a fun-filled snow day for the youth to get away, but looking closer it's much more than that when combining the deep seeded missions and visions of the three organizations -- which between them have nearly 50 years of serving the Inland Empire Community. "The youth are promised to experience something that is surreal right in their own backyard", says Josiah Bruny, MCL CEO. "This is the second year MCL has partnered with the Chill Foundation. This year we have combined our efforts with IESSC to provide professional skiers as chaperons to ensure the youth maximize the opportunity to learn snowboarding".

Several snowboarding trips are being scheduled this ski season to the local mountains sponsored by the Chill Foundation. Youth from the Redlands Community Center and other Inland Empire youth organizations will have the opportunity to be selected to participate. For most of the youth, this will be their first time to the mountains and to participate in snowboarding or ski activities.

"IESSC has provided community services such as this since we were founded in 1983", says Keith Kelley, IESSC President. "We are extremely excited and proud to collaborate with MCL to serve as mentors and chaperons in the 2012-2013 Winter Sports season of the Chill Foundation program", Kelley continued. In addition, IESSC will provide meals for youth on each of the six scheduled trips to Mountain High (located in Wrightwood, California).

About the organizations:

The mission of MCL is to offer the highest quality of music and art enrichment programs to underprivileged and at-risk youth between the ages of 8-18 years old, helping them improve their chances of achieving a positive and successful future. The programs are designed to reduce the local communities' dropout rate by assisting youth in connecting with their own passion and purpose in life. Contact: Josiah Bruny, CEO (951) 992-0721 or www.musicchanginglives.org.

The primary purpose and goal of IESSC (which is part of the National Brotherhood of Skiers – NBS) is to identify, develop and to provide scholarship funds directed for training of future African-American winter Olympians while educating them on the geographical areas of mountain landscapes. All training scholarship funds are provided through sponsorships and donations, such as local fundraisers. Some non-winter programs include: IESSC-sponsored career day, Building Essential Skills and Talent (BEST) programs, camping and other social and cultural awareness activities. Contact: Keith Kelly, President, www.IESSC.org.

The mission of the Chill Foundation is to build the self-esteem of underserved youth through board sports. With this in mind, please note Chill is for youth who have never snowboarded before. Chill does offer a special opportunity for former participants who would like to return and experience the program in a different way. An additional Peer Leadership application must be completed in order for a returning youth to be considered for this position.