

Colorado Cross Country Ski Association

FOR IMMEDIATE RELEASE

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Want to Get Kids Fit? Introduce Them to Cross Country Skiing Kids Ski Free This Weekend Thanks to Colorado Cross Country Ski Association

COLORADO, January 3, 2011--'Tis the season for adults to make their fitness resolutions—but what about your kids? Even in outdoorsy Colorado, childhood obesity rates continue to climb. According to the CDC, only 54 percent of Colorado kids ages 5 to 14 get the minimum recommend weekly activity.

Want to get your kids outside and moving? Let them grab skis or snowshoes and hit the Colorado trails this weekend—for free.

- On Saturday, January 8, participating Nordic ski resorts and centers of the [Colorado Cross Country Ski Association](#) are celebrating [Winter Trails Day](#), a national initiative offering kids and adults the chance to try skiing and snowshoeing for FREE.
- On Sunday January 9th, CCCSA member centers across Colorado are hosting Kids Ski Free Day, giving FREE lessons, equipment, and passes to kids 12 and under to encourage childhood fitness. (Reservations strongly recommended; call [centers](#) to confirm participation and reserve.)

"We firmly believe that getting kids outside, moving, and having fun is important for their well-being," says Laura Puckett of the Crested Butte Nordic Center. "Contrary to what a lot of parents think, kids pick up cross country skiing quite naturally. They have a blast cruising around with their friends, playing games, and bombing down hills. They don't realize that they're exercising; they're having fun."

And fun on cross country skis provides one of the best cardiovascular workouts of any sport—period.

Spending time outdoors and forming children's fitness habits are more critical now than ever. Here's why:

- 1 in 3 children in America are overweight
- 1/3 of all children born in 2000 or later will suffer from diabetes at some point in their lives
- Children need 60 minutes of active play each day, but the average American child spends 7.5 hours watching TV and movies, on cell phones and computers, or playing video games.

Source: whitehouse.gov; Let's Move Campaign

"The most amazing thing about watching all of these kids get on cross-country skis and out on the snow for the first time is to see the pure joy with which they take to it," says Puckett. "They slip, they slide, they fall, and they laugh. They learn from their mistakes and from each other, teaching us all a lesson about how to enjoy playing outside."

Contact your [nearest CCCSA center or guest ranch](#) for details about January 8 Winter Trails Day offerings and to make reservations for January 9 Kids Ski Free Day.

For comprehensive information about Colorado Nordic centers and guest ranches, clubs, trail conditions, events, and news, visit us at www.coloradocrosscountry.com.

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