

# Share Winter

## “Winter Dreams” Campaign

### Write Up:

#### **Destroy Obstacles. Create Opportunities.**

That was our simple goal with Share Winter. Change the world, just a little bit, one mountain at a time. To begin this journey, we created a unique, visually arresting campaign that helped graphically identify the problem and showed how Share Winter was providing solutions and changing the face of winter sports — for the benefit of all.

### About Share Winter:

Share Winter works closely with carefully selected grantees to build efficient, effective, sustainable winter sports programs and pathways to ongoing winter sports participation. Through our partnerships, we strive to make winter sports accessible to a broader, more diverse community, and share winter with 100,000 youth by 2028.

This year alone, Share Winter will fund over 45,000 youth in programs across the country, fueling the next generation of winter sports participants and enthusiasts.