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Home



The Peaks Project

Who we are

The Peaks Project is a non-profit organization with the goal of teaching New York City youth how to ski and snowboard.

[About >](#)

Reach out

Talk to us to learn of the many ways you can get involved. Show us your support and passion by helping us to introduce New York City youth to winter action sports!

[Contact >](#)

Twitter Feed:



The Peaks Project

RT @alpinitiatives: Voting for 2015 GRG starts soon. Stay Tuned! Photo by @thepeaksproject winner of 2014 GRG <https://t.co/o0XgADpGPz> <https://t.co/HStUfGBP3y>

Oct 22, 2015, 1:33 PM



The Peaks Project

I posted 15 photos on Facebook in the album "2015 End of Season Awards Ceremony" <http://t.co/imMacT8JMJ>

Apr 28, 2015, 9:45 PM



The Peaks Project

Tonight is our first end of season awards ceremony! Stay tuned for photos! We're super excited for a special... <http://t.co/w4RwdFwj9>

Apr 27, 2015, 12:54 PM



The Peaks Project

Yesterday our second season of programming came to a close and it couldn't have been a more successful winter!... <http://t.co/xzzskKc2Z5>

Mar 16, 2015, 6:09 PM



The Peaks Project

Need exciting plans for tomorrow? Join The Peaks Project on our Exceed Physical Culture sponsored bus to... <http://t.co/HeJ92Es32J>

Mar 14, 2015, 8:00 AM

Follow @thepeaksproject





Who We Are

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Mission statement

Our mission is to give children in NYC the opportunity to participate in winter action sports, specifically skiing and snowboarding, while promoting comradeship and personal growth.

How we started

Founder Molly Tarlofsky had the idea for The Peaks Project while writing her senior thesis for her B.S. degree in Entertainment and Arts Management at Drexel University. The Peaks Project vision became a reality soon after.

How to get involved

We welcome businesses and individuals who would like to help sponsor our organization, in monetary donations as well as goods and services. Please contact us with your comments and queries, we would love to hear from you!

Meet the Crew



Molly Tarlofsky aka Molly

Position: CEO/Founder

Hometown: NYC

Skier or snowboarder: 2 plunker, y'all

Years riding: 19 years strong

Favorite resort: Snowbird, UT

Favorite movie: 10 Things I Hate About You - classic

Favorite food: Mac n' cheese

Quote: Fall seven times, stand up eight.

Cats or dogs: DOGS

Do you call it soda or pop: Soda

Where is Waldo: Currently shredding in South America

Favorite trip: A trip a few years back to Snowbird. Pow for days...

Item you can't leave home without: My phone



Mateusz Patrosz aka Matt

Position: Business Development Coordinator

Hometown: Yonkers, NY

Skier or snowboarder: I've come to the dark side.

Years riding: 12 on a board and 11 on skis before that

Favorite resort: Sunday River, ME is my happy place!

Favorite movie: Out Cold

Favorite food: Any homemade Polish food

Quote: No regrets, that's my motto. That and everybody Wang Chung tonight.

Cats or dogs: Both

Do you call it soda or pop: It's soda!

Where is Waldo: I am Waldo.

Favorite trip: My first snowboarding trip outside of the Northeast... a week in Innsbruck, Austria.

Item you can't leave home without: Chapstick





Media

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[Click here to view The Peaks Project's 2013 press](#)

[Click here to view The Peaks Project/OvRide collab. bulletin](#)

[Click here to view The Peaks Project's 'NYC Youth on the Slopes' press release](#)
[Our official video for our 'NYC Youth on the Slopes' Indiegogo crowdfunding campaign!](#)



The Peaks Project
from [The Peaks Project](#)

01:45



THE PEAKS PROJECT

Helping NYC youth hit the slopes!

2013 Press

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The Peaks Project – Getting NYC Youth on the Slopes

26 Jun 2013

[Community](#), [In the News](#)

[The Peaks Project](#) is a new organization whose goal is to teach kids from New York City how to ski and snowboard. Since MRA was founded to make riding accessible to all, we immediately took a liking to TPP. We caught up with founder Molly Tarlofsky to learn more.

MRA: On your website it says that The Peaks Project was born in a senior thesis at Drexel University. Can you speak a little bit more about what the inspiration was for this project?

MT: I first got the idea when I was out in Seattle in the summer of 2011. I was working in action sports management and several industry colleagues of mine had been a part of West Coast programs that specialized in getting kids involved with extreme sports. Learning about these programs was really inspirational. Nothing like that existed on the East Coast and I wanted to be able to share that with my community. My passion has always been for skiing and boarding specifically, so I thought why don't I develop my own organization?



MRA: What kind of events can people expect to see during the upcoming season?

MT: The kids in our program will be going out to the mountain once a week, every week for the entirety of the winter season. It will be really exciting to see them grow and improve within that time. I think all of us can't wait to see TPP become a reality. This Fall we are also planning on partnering up with some local snow sports companies to do a fundraising event in NYC.

MRA: So if we were to tell you that the year is 2016 and The Peaks Project is wildly successful, what does that look like?

MT: Ultimately, I would love to expand TPP to every large city across the US. It would be awesome if by 2016 we had worked our way to the West Coast. We want to include as many people as possible in our program. It shouldn't matter where you're from, what your story is, or what your limitations are. If someone wants to ski or board, they should be able to do so, period. We hope to contribute to that mission every year.

MRA: The Peaks Project has formed many partnerships recently with other organizations in the ski industry (including our humble selves), can you tell us how you plan to leverage these partnerships in the future?

MT: We received amazing support early on from SPY Optics, Saga Outerwear, Grenade Gloves and MRA. Hopefully their dedication and commitment to TPP will in turn encourage other potential sponsors to take an interest in what we're doing and motivate them to link up with us as well. I hope TPP will grow with these companies for seasons to come in order to continue building a unique program. In terms of partnering with new sponsors, we will continue to keep talking to ski industry leaders to spread the word about what we're doing and showcase those who have already jumped in to help. The more sponsors we have, the more kids we can bring into our program.

MRA: Do you think that the mission of the Peaks Project is something that can be expanded beyond just NYC and into other areas of the United States, and possibly the world?

MT: Absolutely. The Peaks Project is one program among several in the US that are dedicated to getting kids out skiing and boarding. However, there are few, if not any, programs that run on a national or global level. It would be great to be able to be one of the first programs to explore that. There is definitely a demand for the type of work we do. It's important for kids to be active and have the opportunity to try new sports. Our program gives them both. I think TPP's mission would thrive in any city we expanded to.



MRA: Final question, if The Peaks Project were a fruit, what kind of fruit would it be and why?

MT: Definitely an apple. It's the official fruit of NY State. It's also the toughest fruit out there! They live during frost and snow conditions. Apples are a staple; everyone likes them.

MRA: Thank you for your time Molly, we look forward to seeing The Peaks Project in action!

[Jamie Schectman](#), [Molly Tarlofsky](#) and 35 others like this.



Faction Skis & The Peaks Project

Posted by beanie, October 17, 2013

THE PEAKS PROJECT

Looking for a great pair of skis and want to support an amazing organization? Check out the The Peaks Project!

The Peaks Project is a non-profit organization that serves underprivileged youth in New York City. With many obstacles to joining the ski community outside of New York City, such as transportation and the growing costs of skiing, TPP's mission is to provide youth access to and instruction for skiing and snowboarding while promoting comradeship and personal growth. It also aims to educate their program's participants on environmental stewardship.



Every Sunday from January through March 2014, The Peaks Project will be coaching a consistent group of twelve students between the ages of eight and eighteen. The children are a part of the organization Children Of Promise. The Peaks Project will be providing skiing and snowboarding lessons through Camelback Mountain Resort and receiving transportation through OveRide.

To fund the 2014 program, The Peaks Project launched their 'NYC Youth on the Slopes' Indiegogo crowdfunding campaign today. Check out the fundraiser [here](#). Donors can buy Faction skis, ski wax, snowshoe rentals, lift tickets and goodies from other ski companies while supporting the youth of NYC!



The Peaks Project is Making Skiing and Snowboarding More Accessible to NYC Youth

Written by: Host
10/18/2013 1:00:00
AM



Grenade Gloves is a proud supporter of [The Peaks Project](#), a group of generous individuals from New York who are doing good things.

Grenade Gloves is a proud supporter of The Peaks Project, a group of generous individuals from New York who are doing good things. Soldiers need to support the troops and thanks to the efforts of The Peaks Project, a lot of young shredders will have the opportunity to hit the slopes this winter.

Make Gloves not War!
VIVA LA GRENADE!!! VIVA LA THE PEAKS PROJECT!!!



Press Release:

NEW YORK, NY, October 17, 2013- With the closest ski resort to New York City being a two-hour drive away, plus increased lift ticket and equipment costs, there are many obstacles to joining the East Coast ski community.

The Peaks Project is a nonprofit organization that gives underprivileged, New York City youth access to skiing and snowboarding, while promoting camaraderie and personal growth. The Peaks Project also aims to educate their program's participants on environmental stewardship.

"I started The Peaks Project so that I could share my appreciation and love for the sports of skiing and snowboarding with kids who have never had the chance to try them," said Founder Molly Tarlofsky. "I think it's extremely important for kids to be active, happy and genuinely enjoy themselves while learning something new. That's how I feel when I'm out on the

mountain.”

Every Sunday from January through March 2014, The Peaks Project will be coaching a consistent group of twelve students between the ages of eight and eighteen. The children are a part of the organization [Children Of Promise](#). The Peaks Project will be providing skiing and snowboarding lessons through Camelback Mountain Resort and receiving transportation through OverRide.

On Thursday, October 17th, The Peaks Project will be launching their '[NYC Youth on the Slopes](#)' Indiegogo crowdfunding campaign to raise the program's capital.

The Peaks Project has received generous sponsor donations and support for this campaign. By contributing to The Peaks Project, donors can purchase: Faction skis, a Mervin Manufacturing snowboard, FD Virtika clothing, DPS Skis swag, lift tickets from Mt. Abram in Maine, a day of skiing with a Mountain Rider's Alliance founder, a weekend of snowshoeing gear from Eastern Mountain Sports and East Coast Wax bars.

The Peaks Project was founded in 2012, in Manhattan, NY, and is partnered with Saga Outerwear, SPY Optic, Grenade gloves, and Mountain Rider's Alliance.

For more information on The Peaks Project, please visit their [website](#), [Facebook](#), or contact them directly at thepeaksproject@gmail.com.

SPY's Photos

Back to Album



SPY
We're happy to support [The Peaks Project](#), a nonprofit organization that gives underprivileged, New York City youth access to skiing and snowboarding.

Find out how you can help here:
<http://www.indiegogo.com/projects/nyc-youth-on-the-slopes>
Unlike · Comment · Share · October 20

You, Molly Tarlofsky and 95 others like this.

4 shares

Album: [SPY's Photos in Timeline Photos](#)
Shared with: Public



'Into the Mind' Premiere Recap

📅 October 22, 2013

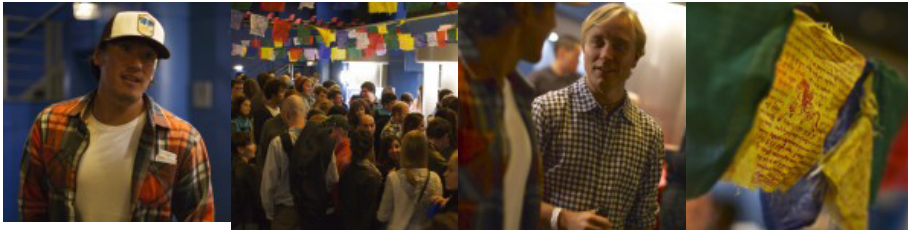
✍️ James Morse

OvR Gets a Healthy Dose of Inspiration From Awesome People and an Epic Film



Premieres are one of our favorite aspects of the snowboarding community. They allow us to reconnect with friends, get pumped for the upcoming season, see the progression of the sport, and let's face it, party. The premiere of Into the Mind (<http://intothemindmovie.com/>) was a bit different, but in such an amazing way. Let's start with the obvious, *Into the Mind* is not a snowboard film. It's a ski film defining its own genre, blending narrative story with intense skiing. The film follows the hero through many stages to overcome his greatest challenge. Sherpas Cinema (<https://sherpascinema.com/>) delivers a film that brings the viewer into the mind of a person dealing with the pressures of his own desires to achieve greatness while battling the unforgiving mountain. It is a film like none we've seen before and it is definitely one we want to watch over and over. Please do yourself a favor and check out this film, even if you don't ski or snowboard.

Check out *Into the Mind's* tour dates for additional East coast premieres [HERE](http://intothemindmovie.com/)



Jimmy Chin The Event Showcased Brandon Fries Peace be with you
Tibetan Prayer Flags

While the film filled us with inspiration to overcome our own challenges on and off the mountain, it was the people we met that really impressed us the most. Our point person, Brandon Fries, is Sherpas Cinema's North America Event Management Specialist, as well as The North Face Speaker Series (http://www.thenorthface.com/en_US/get-outdoors/view_all_speaker_series_events/). Road Manager, and an all-around awesome dude. From our first email introduction to us meeting at Symphony Space (<http://www.symphonyspace.org/home>), Brandon was super accommodating with providing us VIP tickets (Free Lagunitas (<http://lagunitas.com/#>) and Chipotle (<http://www.chipotle.com/en-US/Default.aspx?type=default>)) and then taking time to talk with us about Into the Mind's premiere run. He even introduced us to adventure sports photographer and film making legend, Jimmy Chin (<http://www.jimmychin.com/>).

We've been fortunate enough to have different sponsors to help raise money for nonprofits, such as Protect Our Winters (<http://protectourwinters.org/#sthash.r7bVJVmu.dpbs>) and Alpine Initiatives (<http://www.alpineinitiatives.org/>). Here tonight in New York, we partnered with local nonprofits, which is great because generally we work with our film nonprofits, but we had Discover Outdoors Foundation (<http://www.discoveroutdoors.com/nyc/index.php>) and The Peaks Projects (<http://thepeaksproject.org/>), who helped promote the film. Their main concept and goal is to get people whom might not be able to afford or are not privileged enough and enjoy the winter and the places we love to explore. We partnered with Lagunitas to help raise money for them tonight. Brandon

We could have talked with Brandon all night, wanting to hear more about his work with the Speaker Series as well as some really cool top secret things he has been working on lately. The man truly has a huge heart and it's exciting to meet people like him leading the charge in providing those less fortunate with opportunities to explore the world we live in. This excitement drove us to seek out the two nonprofits Brandon mentioned; Discover Outdoors Foundation and The Peaks Projects. We found wilderness guide Evan Oppenheimer (http://www.discoveroutdoors.org/about#bio_5) and marketing director Beth

Harrison (http://www.discoveroutdoors.org/about#bio_3) from Discover Outdoors Foundation at Jimmy's signing table. They shared with us the work they've been doing:

"I look at where we (Discover Outdoors) go in nature as a home, it's where we come from. The movie was cool in showing the different connections we have and the flow that exists through nature, whether you're in the water or in the mountains." – Evan



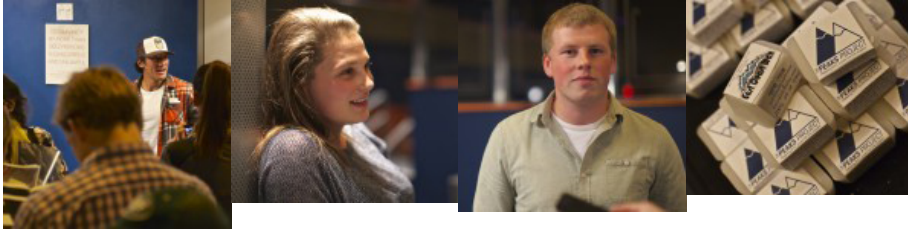
Jimmy gettin' his sign on One lucky person got a custom Jimmy mountain Evan Oppenheimer Beth Harrison

Beth informed us the foundation has been going strong since 2012 and has given 1200 children the opportunity to discover the outdoors. The foundation focuses on increasing graduation rates in New York and Philadelphia by providing children educational experiences through outdoor exploration. They work with the schools and teachers to create outings that coincide with the schools curriculum. This year Beth is excited to be working with a school in the Bronx to coordinate six trips through out the year, with the hope to create a lasting relationship with the kids involved. Please check out Discover Outdoors Foundation and if you're looking to contribute to their cause they are having a fundraiser October 24th at Brooklyn Brewery.

[Fundraiser details HERE](#)

Feeling proud to be apart of this event, we headed over to talk with the folks at The Peaks Project, who were passing out samples of ski/snowboard wax they collaborated with East Coast Wax (<https://www.facebook.com/eastcoastwax>). At the table was founder, Molly Tarlofsky, and Business Development Coordinator, Mateusz Patrosz. After introducing ourselves we got to hear what's going on with their organization and their kick ass wax.

"Dave and Kyle from East Coast Wax were super excited to help us out and the organization. They are awesome, two guys coming out of Buffalo hand making all their wax, and we're stocked to have them on board with us." – Mateusz



Jimmy Chin talking
to some fans

Molly Tarlofsky

Mateusz Patrosz

East Coast Wax x
The Peaks Project

Molly told us this is The Peaks Project's first year and they can't wait to start bring inner city kids to the mountain to learn how to ski and snowboard. The nonprofit's big push right now is to get enough funds from their fundraiser, up and ready for donations on Indiegogo.com. These guys have so much energy for this project, we at OvR know they are going to change some lives for the better.

[The Peaks Project's Indiegogo donations can be made HERE](http://www.indiegogo.com/projects/nyc-youth-on-the-slopes)
(<http://www.indiegogo.com/projects/nyc-youth-on-the-slopes>)

Sherpas Cinema's Into the Mind had an epic premiere for an epic film. OvR wants to extend a huge thank you to Brandon, Jimmy, Evan, Beth, Molly, and Mateusz for talking with us, getting us pumped for this season, and for what they are doing to get people on the mountain.





Be on the look out for news, events, and reviews from OvR.

«OvR – Striving to be the #1 Source on East Coast Snowboarding»

2013 (<http://ovrride.com/tag/2013/>) Alpine Initiatives
 (<http://ovrride.com/tag/alpine-initiatives/>) Brandon Frieze
 (<http://ovrride.com/tag/brandon-frieze/>) Chipotle
 (<http://ovrride.com/tag/chipotle/>) Discover Outdoors Foundation
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 (<http://ovrride.com/tag/the-peaks-projects/>)

Support a Nonprofit that Gives the Gift of the Mountains to NYC Underprivileged Children

on October 28, 2013 in [People of Inspiration](#)

If it wasn't for skiing I don't know where I would be in life.

I am absolutely certain that the [connection that I had with skiing](#) and the mountains as a young girl kept me out of a lot of trouble. It gave me the tools to learn that I am strong and resilient by myself. And it taught me that the peace found in the forests was an extension of the quiet that lies within me. For certain, my passionate love affair with playing with gravity on two planks of wood kept me away from the world of drugs, parties and having sex as a teen. In my adult years, I can say with all certainty that skiing took me to far off lands where I met people and cultures that opened my heart, mind and soul.



Skiing is a gift. Especially for kids that have little to rely on. Skiing gives them the opportunity to connect with their highest potential by offering them a nurturing place of positivity where they can be one with nature.

That is why I am super duper excited to share the word with you about a wonderful nonprofit, The Peaks Project, based out of New York City. This inspiring foundation is laying the groundwork to get poor kids from the city into the mountains and skiing. The Peaks Project's mission is, "to give underprivileged children in NYC the opportunity to participate in winter action sports, specifically skiing and snowboarding, while promoting camaraderie and personal growth. The Peaks Project also aims to educate their program's participants on environmental stewardship."

The Peaks Project needs our help. Hoping to raise funding for their organization, [The Peaks Project is running an Indiegogo campaign](#) that is quickly running out of time. As little as \$10 can help get an underprivileged youth out onto the mountain, breathing fresh air, witnessing their abilities to do much more than they ever dreamed, and connecting with Mother Nature.

Why is Peaks Project important? Although NYC is located near many ski resorts, getting to them from the city is no easy task and The Peaks Project wants to help change that. The co-founders, Molly Tarlofsky and Mateusz Patrosz, grew up in NYC and Yonkers, NY, respectively, and both know first hand how difficult it can be to get out for a day of skiing. The Peaks Project understands the physical and psychological benefits of getting out on the slopes and they want to make these incredible experiences accessible to NYC youth.

The Peaks Project will be coaching a consistent group of 12 students throughout the winter season of 2014. These children come from the organization [Children of Promise](#). Most, if not all, of these children have never left the city of New York, let alone seen mountains. This unique opportunity is a fun and special way to get our youth outdoors as well as educate them on the environment.

So where does the fundraising go exactly? Here's what the \$10,000 can give The Peaks Project:

- 12 children season lift passes, rentals, and lessons.
- Transportation to and from Camelback Mountain Resort for the entire winter.
- 12 lunches for every trip to Camelback Mountain.

What \$15,000 can give The Peaks Project:

- 12 children season lift passes, rentals, and lessons.
- Transportation to and from Camelback Mountain Resort for the entire winter.
- 12 lunches for every trip to Camelback Mountain.

AND

- A weekend graduation trip to Mt. Abram located in Maine.

But the donation you give, gives you something too. There are great perks that come with the donation like a pair of skis or a day riding with a few of the founders of [Mountain Riders Alliance](#), a collaborative organization creating positive change in the ski industry.

If monetary donations aren't possible for you right now, the Peaks Project welcomes businesses and individuals who would like to help sponsor in the form of goods and services as well. To find out more check out there website: ThePeaksProject.com, or their [Facebook Page](#) or [Twitter account](#).

Written by [Shanie Matthews](#)

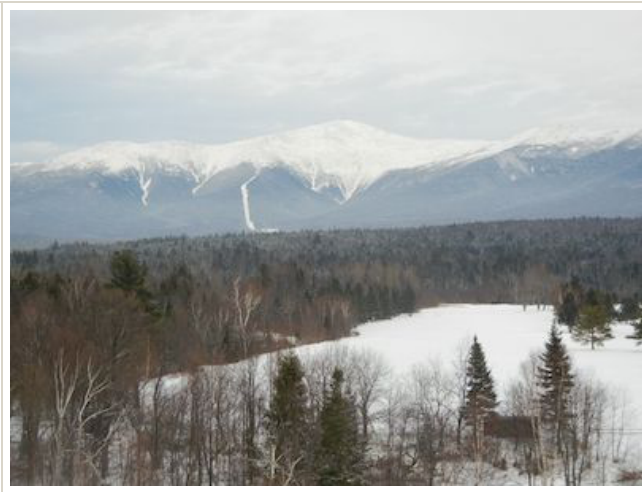
Taking Kids from City Streets to Mountain Peaks.

OCTOBER 29, 2013 in [GENERAL SKIING](#), [INTERVIEW](#), [SKI NEWS](#)

There's this:



Then there's this:



It's no secret which one I prefer.

But when you think about it, isn't it a matter of exposure? If my dad hadn't taken me skiing as a kid, it's possible I never would've discovered skiing at all and my life would've been entirely different. I probably wouldn't love snow and winter as much as I do, I probably wouldn't live in Vermont, and I certainly wouldn't have started [TheSkiDiva.com](#).

For a lot of people, skiing is entirely off their radar. Either they don't have a family member or a friend to get them involved, or it's so removed from their lives that it doesn't even register. And while skiing may not affect everyone as profoundly as it did me, exposure to the sport does have its benefits. It's a way to enjoy the outdoors in the winter, connect with

mountains, and stay physically fit. Plus it's just plain fun.

And that's where the **Peaks Project** comes in. The Peaks Project is a nonprofit organization whose goal is to introduce skiing and snowboarding to New York City kids who might not otherwise get on the mountain.

I recently spoke with the organization's CEO, Molly Tarlofsky, to find out more about what it's about:

Q: Tell me more about the Peaks Project. What is it? And what are your goals?

A: We're a nonprofit that aims to teach underprivileged New York City kids how to ski and snowboard. For these kids, skiing just isn't an option. It's expensive, and the nearest ski areas are just too far away. We get them the equipment, lessons, and transportation they need to start skiing. But skiing's just part of it. We focus on personal growth and camaraderie, and there's an environmental aspect to it, too.

Q: How'd the Peaks Project begin?

A: I originally got the idea while I was out in Seattle in 2011. I was working in the action sports industry and many of my colleagues were participating in West Coast programs that helped kids get involved in extreme sports. Learning about these programs was truly inspirational. I'd been skiing since I was four and I thought it'd be great to have something similar for kids in New York who'd never had the chance to try skiing or snowboarding. I was still in college, so I wrote the business plan as my senior thesis, and it sort of took off from there. After graduation, I started building the basics. We're hoping to launch it in 2014.

Q: So tell me about the kids.

A: We'll be working with **Children of Promise**, an organization that works with kids who have incarcerated parents. There'll be twelve kids in our program, ages 8 to 18. A lot of them have never been outside of NYC, so this will be a great opportunity for them to try a new sport, see what's out there, and have some entirely new experiences. We'll be working with them before the season starts to explain what skiing and snowboarding are and share our own experiences. Then once a week — every Sunday for ten weeks — we'll take them to **Camelback Resort** in the Poconos [PA]. It'll be great to see how they improve, from one week to the next.

Q: How are you funding all this?

A: We've started a crowdsourcing campaign on **indiegogo.com** with the goal of raising \$15,000 by November 14. There are goodies for different levels of contributions, so we're hoping a lot of people who hear about this will realize what a great idea it is and be motivated to donate.

We also have some great corporate partners: Saga Outerwear, SPY Optic, Grenade Gloves, OvrRide, and Mountain Riders Alliance. Their support has been amazing, and we're excited that they've decided to work with us.

Q: How do you envision the future for The Peaks Project?

A: I'd eventually like to expand The Peaks Project to every major city across the US. And I'd like to add more students every year. Having a network of programs, all with the mission of getting kids out on the hill, would be a great success.



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- [Meet Kristen Lummis, Brave Ski Mom](#)

[Kids, worthy causes](#)

[← Want to save the snow? Plant some trees.](#)

[Win a season pass from Mountain High Resort →](#)



Helping NYC Youth Hit the Slopes

November 7, 2013 7:01 am

By [First Tracks!! Online Media](#)

New York, NY - With the closest ski resort to New York City located a two-hour drive away, and facing lift ticket and equipment costs, there are many obstacles to getting the city's young people to join the East Coast ski community, especially those who face additional social challenges. The Peaks Project is a nonprofit organization that gives underprivileged New York City youth access to skiing and snowboarding, while promoting camaraderie and personal growth. The Peaks Project also aims to educate their program's participants on environmental stewardship.

"I started The Peaks Project so that I could share my appreciation and love for the sports of skiing and snowboarding with kids who have never had the chance to try them," said Molly Tarlofsky, who founded the group in 2012. "I think it's extremely important for kids to be active, happy and genuinely enjoy themselves while learning something new. That's how I feel when I'm out on the mountain."



(photo: The Peaks Project)

Every Sunday from January through March 2014, The Peaks Project will be coaching a consistent group of twelve students between the ages of 8 and 18 who are members of the Brooklyn-based organization Children of Promise, which seeks to empower the children of incarcerated parents to break the cycle of intergenerational involvement in the criminal justice system. Skiing and snowboarding lessons are provided through Camelback Mountain Resort in eastern Pennsylvania and receiving transportation to and from the Poconos through OvRide.

The Peaks Project has launched a "[NYC Youth on the Slopes](#)" [Indiegogo crowdfunding campaign](#) to raise the program's capital, having already received sponsor donations and support for this campaign. By contributing to The Peaks Project, donors can purchase Faction skis, a Mervin Manufacturing snowboard, FD Virtika clothing, DPS Skis swag, lift tickets from Mt. Abram in Maine, a day of skiing with a Mountain Rider's Alliance founder, a weekend of snowshoeing gear from Eastern Mountain Sports and bars of East Coast Wax.

For more information on The Peaks Project or to lend your support, visit the group's online home at www.thepeaksproject.org.

SCHUSSMEISTERS SKI CLUB



How We Started

Founder Molly Tarlofsky had the idea for The Peaks Project while writing her senior thesis for her B.S. degree in Entertainment and Arts Management at Drexel University. The Peaks Project vision became a reality soon after. Mateusz Patrosz came on board when he found out what The Peaks Project was all about and fell in love with their mission.

Help The Peaks Project!

Mission Statement

Our mission is to give underprivileged children in NYC the opportunity to participate in winter action sports, specifically skiing and snowboarding, while promoting camaraderie and personal growth. The Peaks Project also aims to educate their program's participants on environmental stewardship.

Why it's Important

Although NYC is located near many ski resorts, getting to them from the city is no easy task and

we want to help change that. Molly and Mateusz grew up in NYC and Yonkers, NY, respectively, and both know first hand how difficult it can be to get out for a day of skiing. The Peaks Project understands the physical and psychological benefits of getting out on the slopes and they want to make these incredible experiences accessible to NYC youth.

Who We Are The Peaks Project will be coaching a consistent group of 12 students throughout the winter season of 2014. These children come from the organization Children of Promise. Most, if not all, of these children have never left the city of New York, let alone seen mountains. This unique opportunity that we strive to give to these children is a fun and special way to get our youth outdoors as well as educate them on the environment.

How to Help: Help the Peaks Project accomplish their fundraising goals by donating [HERE](#)

360 Student Union

University at Buffalo

Buffalo, NY 14261

Phone: (716)-645-3100

E-Mail: Schussmeisters.Ski.Club@gmail.com

The Peaks Project
W: thepeaksproject.org
F: [Facebook.com/ThePeaksProject](https://www.facebook.com/ThePeaksProject)
T: [@thepeaksproject](https://twitter.com/thepeaksproject)
E: thepeaksproject@gmail.com



Press Release

The Peaks Project is Making Skiing and Snowboarding More Accessible to NYC Youth

Crowdfunding campaign will give NYC youth the opportunity to try action sports for the first time

NEW YORK, NY, October 17, 2013- With the closest ski resort to New York City being a two-hour drive away, plus increased lift ticket and equipment costs, there are many obstacles to joining the East Coast ski community.

The Peaks Project is a nonprofit organization that gives underprivileged, New York City youth access to skiing and snowboarding, while promoting camaraderie and personal growth. The Peaks Project also aims to educate their program's participants on environmental stewardship.

"I started The Peaks Project so that I could share my appreciation and love for the sports of skiing and snowboarding with kids who have never had the chance to try them," said Founder Molly Tarlofsky. "I think it's extremely important for kids to be active, happy and genuinely enjoy themselves while learning something new. That's how I feel when I'm out on the mountain."

Every Sunday from January through March 2014, The Peaks Project will be coaching a consistent group of twelve students between the ages of eight and eighteen. The children are a part of the organization [Children Of Promise](#). The Peaks Project will be providing skiing and snowboarding lessons through Camelback Mountain Resort and receiving transportation through OvRide.

On Thursday, October 17th, The Peaks Project will be launching their ['NYC Youth on the Slopes'](#) Indiegogo crowdfunding campaign to raise the program's capital.

The Peaks Project has received generous sponsor donations and support for this campaign. By contributing to The Peaks Project, donors can purchase: Faction skis, a Mervin Manufacturing snowboard, FD Virtika clothing, DPS Skis swag, lift tickets from Mt. Abram in Maine, a day of skiing with a Mountain Rider's Alliance founder, a weekend of snowshoeing gear from Eastern Mountain Sports and East Coast Wax bars.

The Peaks Project was founded in 2012, in Manhattan, NY, and is partnered with Saga Outerwear, SPY Optic, Grenade gloves, and Mountain Rider's Alliance.

For more information on The Peaks Project, please visit their [website](#), [Facebook](#), or contact them directly at thepeaksproject@gmail.com.

The Peaks Project
W: thepeaksproject.org
F: [Facebook.com/ThePeaksProject](https://www.facebook.com/ThePeaksProject)
T: [@thepeaksproject](https://twitter.com/thepeaksproject)
E: thepeaksproject@gmail.com



Bulletin

The Peaks Project and OvRide Collaborate to Form Sponsored Busses to Camelback Mtn.

Sponsored busses will bring the NYC community together to help bring The Peaks Project to the slopes

NEW YORK, NY, January 5th, 2014- Do you remember the feeling you had the first time you ever locked into a pair of skis or strapped into a snowboard? Did you ever want to share that epic moment with someone else? Introducing The Peaks Project Bus to Camelback! OvRide has teamed up with local non-profit The Peaks Project to add a Sunday bus for afternoon shredding in the Poconos with a cause.

The Peaks Project's mission is to give underprivileged children in NYC the opportunity to participate in winter action sports, specifically skiing and snowboarding, while promoting camaraderie and personal growth. Proceeds from your ticket go towards helping get one of the twelve Peaks Project kids to the mountain. You will also get to share the bus with The Peaks Project!

But wait, there's more! Our buses will have weekly giveaways of swag from awesome sponsors. That's about as good as it gets. Starting January 12th, come join us for a day on the hill and give the gift of shred to someone who might not have had the opportunity otherwise!

The Peaks Project was founded in 2012, in Manhattan, NY, and is partnered with OvRide, Saga Outerwear, SPY Optic, Grenade gloves, and Mountain Rider's Alliance.

For more information on The Peaks Project, please visit their [website](#), [Facebook](#), or contact them directly at thepeaksproject@gmail.com.

To find out how to buy Camelback Mountain bus tickets and support The Peaks Project, visit OvRide's [website](#).



Awards

WHO WE ARE MEDIA AWARDS

July 2015



SAM Magazine 10 Under 30 10 Under 30 - Young Guns 2015 Award Winner - Molly Tarlofsky

This year's competition hosted 50 nominees and 10 winners. An annual event, "10 Under 30" profiles up-and-coming employees in their 20s who are rapidly making an impact in the industry.

<http://www.saminfo.com/molly-tarlofsky>

February 2015



Alpine Initiatives - The Grass Roots Grants Award Winner

Alpine Initiatives was founded to inspire and fund the betterment of mountain communities around the world. Grass Roots Grants is the actualization of that mission in North America.

The Grass Roots Grants program awards three \$5,000 grants to organizations improving their mountain communities with inventive programing.

<http://www.alpineinitiatives.org/grg>

May 2012



Drexel University - Paul Scheffler Jr. Endowed Prize for Entrepreneurial Promise

Given for the recognition of my business plan to create a nonprofit organization, The Peaks Project.



Bus Sponsors

[PROGRAM SPONSORS](#)[PROGRAM PARTNERS](#)[BUS SPONSORS](#)

Our awesome weekly Bus Sponsors give you a chance to win gear every time you ride The Peaks Project and OvRide Collab Bus to Camelback Mountain Resort. That's right, if knowing that simply buying a ticket to get on one of our Sunday buses helps offset the cost of our weekly trips isn't enough incentive to #getonthebus, then knowing that you might walk off with a new pair of skis at the end of the day definitely should convince you! Our awesome Bus Sponsors were kind enough to donate gear for raffle each week and every raffle ticket sold goes directly to helping our kids ski and board!

So what are you waiting for? Check out the list of our weekly sponsors with raffle items below, click on the banner to get a bus ticket and #dontmissthebus!

Week 1
Jan 11th

FACTION



Skis
from
Faction!

No TPP Kids
Jan 18th



Win tickets
from OvRide!

Week 2
Jan 25th



Outerwear
from
Virtika!

**Week 3
Feb 1st**

FACTION



**Skis
from
Faction!**

**Week 4
Feb 8th**

LAUNCH



**Bindings
from
Launch!**

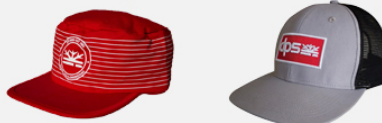
**No TPP Kids
Feb 15th**



**Win tickets
from OvRride!**

**Week 5
Feb 22nd**

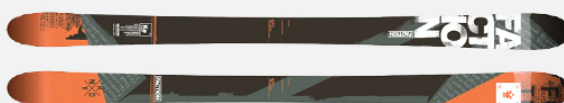
dps



**Gear from
DPS Skis!**

**Week 6
March 1st**

FACTION



**Win a pair
of skis!**

**Week 7
March 8th**

LAUNCH



**Board from
Launch
Snowboards!**

**Week 8
Mar 15th**

EXCEED
PHYSICAL CULTURE

**Win free
classes!**





Program Partners

[PROGRAM SPONSORS](#) [PROGRAM PARTNERS](#) [BUS SPONSORS](#)

We've partnered with some amazing organizations and companies this past year and we are extremely grateful for their assistance. Without them, we would not be able to have a successful 2014 winter season.



[Children of Promise](#)

[Web](#)

[Twitter](#)

[Facebook](#)



[Camelback Mountain Resort](#)

[Web](#)

[Twitter](#)

[Facebook](#)



[OvRide](#)

[Web](#)

[Twitter](#)

[Facebook](#)



Horace Mann School

Web

Twitter



Program Sponsors

[PROGRAM SPONSORS](#)[PROGRAM PARTNERS](#)[BUS SPONSORS](#)

We couldn't do what we do without the unwavering support of our industry family and we can't thank these guys enough for all of their help. Check out our awesome friends below!

[Spy Optics](#)[Web](#)[Twitter](#)[Facebook](#)[Saga Outerwear](#)[Web](#)[Twitter](#)[Facebook](#)



Mountain Rider's Alliance

Web

Twitter

Facebook

