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FOR IMMEDIATE RELEASE

SOS Outreach Appoints Seth Ehrlich to Executive Director Post

VAIL, Colo. – May 11, 2015 – The Board of Directors of SOS Outreach today announced the appointment of Seth Ehrlich to Executive Director of the youth development non-profit organization. Ehrlich has served at SOS for nearly 10 years, most recently as interim executive director while the executive committee conducted a national search for its new leader.

“Seth’s leadership is matched only by his passion and both characteristics have resulted in a team-approach to expanding SOS nearly four-fold and fundraising by 200 percent, as well as increasing program diversity,” said board president, Buie Seawell, a professor at the University of Denver. “The future of SOS under Seth is very bright as it strives to be a nationally-recognized, best-practice organization. His ability to execute vision while managing day-to-day operations is extraordinary.”

SOS serves 5,000 youth participants every year nationally. The program has seen a 380 percent increase in youth served since 2005. During the recently completed 2014-2015 winter season, ski and snowboard participants increased to its highest number in the organization’s 20-year history.

Prior to being named interim executive director in the fall of 2014, Ehrlich served as vice president of operations and has been praised for staff development. SOS was awarded an unprecedented third term with AmeriCorps for exceptional recruiting, onboarding and mentorship.

“I am very excited to continue my work with SOS and to support the difference that it is making in the lives of so many kids in multiple communities, across many states,” Ehrlich said.

Ehrlich has a bachelor’s degree from Allegheny College and a master’s degree from Carnegie Mellon University. He lives in Edwards, Colo., with his wife, Jennifer, and their two children.

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About SOS Outreach: SOS Outreach is a national youth development non-profit that utilizes adventure sports to engage at-risk students in long-term mentorship relationships. The SOS curriculum encourages responsibility, self-confidence, service, and leadership skills by instilling six core values: courage, discipline, integrity, wisdom, compassion and humility. Since 1993, SOS has inspired positive decision-

making for healthy and successful lives. SOS currently operates at eight Vail Resorts mountains, and two Intrawest mountains.

SOS Outreach Board members are:

Professor Buie Seawell – Chair
Clinical Professor, Daniel’s School of Business - University of Denver

Bill Cotton – Vice Chair
President and Owner, Optic Nerve Sunglasses

Dr. Claus Tjaden – Treasurer
Senior Partner, Martinez Tjaden, LLP

Bill Jensen – Secretary
Former CEO, Intrawest

Mike Carey – Director
President, Seirus Innovation
Ex Officio, Snowsports Industry America

Nate Fristoe – Director
Director, RRC Associates

Jason Glass – Director
Superintendent, Eagle County Schools

Clark Gundlach – Director
Chief Executive Officer, Spyder

Dr. Cheryl Heaton – Director
President & Chief Executive Officer, American Legacy Foundation

Kat Jobanputra – Director
Executive Vice President, Chief Operating Officer, Vail Resorts Retail

Kristin Kenney Williams – Director
Vice President, Mountain Community Affairs, Vail Resorts

Professor Lisa Neirotti – Director
Professor of Sports Management, Event Management and Tourism, George Washington University

Dr. Gil Noam – Director
Director and Associate Professor, Program in Education and Afterschool and Resiliency – Harvard University

Rob Perlman – Director
Sr. Vice President of Sales and Marketing, Steamboat Ski Resort

Mark Satkiewicz – Director
President and General Manager, Smartwool

Rick Smith – Director
Vice President of Human Resources, Vail Valley Medical Center

Pete Sonntag – Director
Vice President and General Manager Heavenly Mountain Resort

Lee Turlington – Director
Former Vice President, Patagonia

Robert Veitch – Director
Chair, The Shaw Foundation