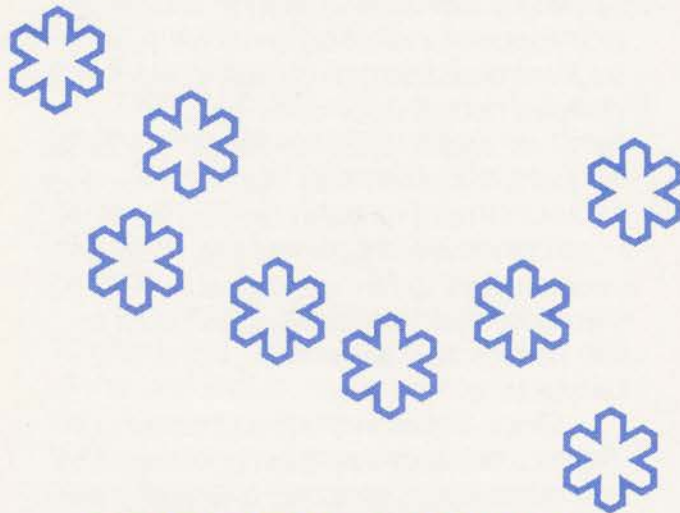


# SKI FOR LIGHT



**BLIND PEOPLE  
LEARNING TO LIVE  
BY  
LEARNING TO SKI**



**SKI FOR LIGHT**





## **INACTIVE . . . ISOLATED . . . UNHEALTHY . . .**

These words describe tens of thousands of blind and visually impaired people in the U.S. today.

They are inactive because the only rehabilitation available, for the most part, involves indoor activities using the ears and hands, instead of physically demanding sports using the body.

They are isolated because, even today, the public hesitates to take advantage of the capabilities of blind people and does not encourage them to realize their potential.

And these people are unhealthy because they are unable to learn vigorous physical activities through the traditional "watch me and follow along" technique used to teach sighted people.

So, blind people today have difficulty joining the fitness movement sweeping the country . . . they don't have access to recreation programs in communities like yours . . . and they lack the self assurance needed to enter the sighted world.

## **THEY NEED SKI FOR LIGHT!**

## ONE-TO-ONE LEARNING, SHARING & GROWING

Ski for Light is an exciting and unique program that changes the lives of inactive, isolated, unhealthy blind people into active, productive, healthy ones.

During Ski for Light events, experienced sighted skiers, on a one-to-one basis, guide and teach blind people how to ski and share educational, cultural and social programs off the trails.

The special training enables our blind participants to learn through accurate descriptions, by feeling body positions and by listening to verbal feedback regarding their performance. "It is so exciting to be rushing down the hillside... a tremendous thrill to feel that freedom. I never dreamed I'd be on skis one day!"

Our dedicated and patient guides, who share their sports ability, donate their time and pay their own expenses, assist our blind skiers in establishing healthier lifestyles while building confidence for interacting in a sighted world.

The blind and sighted participants ski beside each other in set tracks. When not providing verbal directions to keep the skier in the tracks, the guide is drawing word pictures of surroundings. "He made me feel red and white pines... we listened to a woodpecker and to the wind rustling the leaves."

Ski for Light is not just a learn-to-ski experience. It is a program that allows individuals to overcome insecurities regarding blindness and a time when sighted people shed misconceptions they hold about blind people.



## COMING TOGETHER FOR FITNESS & FULLER LIVES

Each winter since 1975, Ski for Light has laid down tracks to an exciting ski area in the U.S., like Lake Placid, Squaw Valley, the Black Hills and Telemark Lodge, WI.

More than 250 skiers are paired during a single event. Most participants are from the U.S., although we also have skiers from Norway, Canada, Japan, France and elsewhere who join us for this energetic gathering.

Blind skiers range in age from 18 to 72 years and represent a vast cross section of the population: social workers, typists, woodworkers, lawyers, artists, housewives, government workers, airline reservationists.

Guides soon realize after coming to Ski for Light that "the only difference between us (guides) and the people here who are blind is that they can't see." Our family of guides and contributors is growing with park rangers, electrical contractors, nurses, housewives, farmers, recreation coordinators and financial analysts joining in the Ski for Light partnership.

## BRINGING HOME NEW PHILOSOPHIES

By providing an opportunity to learn a physically demanding sport in a relaxed and supportive environment, we have shown more than 10,000 blind and disabled people how to begin creating healthier and happier lifestyles. "Before Ski for Light, I wouldn't go out my back door alone... I used to hang on people. Now, I can do almost anything if I try." Blind people begin to feel good about themselves and sighted people begin to feel comfortable with blind people and blindness.

Once a person starts participating in vigorous outdoor activities, one begins to appreciate clean, fresh air, becomes more aware of the consequences of excessive smoking and eating, increases energy levels and ultimately, approaches life in a new "light."



## HEALTHSPORTS PROGRAMS TOUCH YOUR COMMUNITY

More than 25 regional Ski for Light and Healthsports programs have been launched by our alumni around the country. Our philosophy is carried back to communities like yours so that blind and sighted folks alike can improve the quality of their lives through cross country skiing, tandem bicycling, jogging, hiking, walking and other activities.

Although the Ski for Light approach is participatory, rather than competitive, many of our blind skiers have chosen to compete in blind, as well as able-bodied sports events, and have done very well. The nordic division of the U.S. Blind Ski Team is dominated by Ski for Light alumni.



## **FRIENDS & FUNDS FOR FITNESS**

Caught the Ski for Light spirit? Sign up now as a guide to share your sports ability, as a blind participant to learn to live by learning to ski or as a generous supporter to help continue and expand Ski for Light.

We are completely non-profit and are totally dependent on your financial support. Your tax deductible gift will help underwrite our programming and administrative costs which include: guide training & orientation to blindness, scholarships for needy blind participants, equipment rental, guide stipends, braille & large print materials, trophies, cultural & social programs, insurance and much more.

Please help our family grow with your financial support and active participation.

### **SKI FOR LIGHT**

1455 West Lake Street  
Minneapolis, Minnesota 55408  
(612) 827-3232

Ski for Light expresses grateful appreciation to the following sponsors for their especially generous contribution and support of our program:

Sons of Norway  
Scandinavian Airlines System  
Norwegian Caribbean Lines  
Prudential-Bache Securities, Inc.  
Edsbyn Sport, Inc.  
Mobil Oil Exploration  
Royal Caribbean Lines  
Wisconsin Council for the Blind  
SAAB-SCANIA of America, Inc.

