

FOR IMMEDIATE RELEASE
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MEDIA ADVISORY

YoColorado Presents: *Après for a Purpose*

A Snow-Stoked Celebration Benefiting the Legendary National Ski Patrol on Jan. 24, 2026 - Hosted by the Golden Mill in Golden, Colo.

GOLDEN, Colo.- Join Golden-based YoColorado and The Golden Mill for a party with a purpose - a winter celebration supporting Lakewood, Colo.-based National Ski Patrol (NSP) and the launch of YoColorado's new mountain-ready lifestyle apparel collection. Why this event is important: Twenty percent of all collection sales and event proceeds will support NSP's mission to promote outdoor safety and service by educating and training the patrollers who assist mountain enthusiasts nationwide. The celebration fuses NSP's deep-rooted legacy and critical mission with YoColorado's signature fun and bold retro style

What: *Après for a Purpose* — This winter celebration benefiting National Ski Patrol is a community event for all ages and will be packed with winter fun, including:

- The debut of YoColorado's new, retro and mountain-inspired collection including custom apparel and headwear, graphic apparel and accessories
- Meet-and-greets with ski patrollers and avalanche rescue dogs
- Ski product giveaways and prizes
- *Après* vibes, music, and mountain-town energy
- Meet the pros and hear their stories to learn what ski patrollers do and how to become one yourself.

When: Saturday, Jan. 24, 2026 | 4:00 PM-10:00 PM

Where: The Golden Mill, 1012 Ford Street in Golden, Colo.

Cost: Free to attend; food, drinks, and merchandise available for purchase

Benefiting: [National Ski Patrol](#)

Presented by: YoColorado & **Hosted by:** The Golden Mill

Donor/Giveaway Partners: Avery Brewing, Hestra Gloves, Loveland Ski Area, Meier Skis, and NARD (North American Rescue Dogs)

About National Ski Patrol

National Ski Patrol (NSP) is a federally-chartered 501(c)(3) nonprofit education and membership association based in Lakewood, Colo. As the leading authority of on-mountain safety, NSP is dedicated to serving the outdoor recreation industry by providing education and training to emergency care and safety service providers. With more than 30,000 members across 650 patrols, and affiliated organizations in Canada, Europe, and Asia, NSP is one of the largest organizations committed to safety and rescue education for the outdoor industry. Members include ski and bike patrollers, as well as mountain and bike hosts, alumni, associates, and physician partners, working on behalf of local ski/snowboard areas and bike parks to enhance the overall experience for outdoor enthusiasts. Founded in 1938, NSP continues to advance its commitment to safety and its vision by leveraging the latest technology, innovation, and education.

About YoColorado

Founded in 2013 and based in historic Golden, Colo., YoColorado is a retro-inspired outdoor apparel company that celebrates the free-spirited adventure of the Colorado lifestyle. Blending bold design with quality craftsmanship, YoColorado offers a curated collection of outdoor apparel and gear designed to feel good and fuel the fun every time you step outside. Deeply rooted in community, YoColorado supports non-profit partners including several Golden-based cultural organizations and the National Ski Patrol. From small-batch manufacturing to upcycling materials into unique apparel and accessories to community-first partnerships, YoColorado is all about doing good and making our customers look and feel good.

About The Golden Mill

The Golden Mill, opened in 2021 and located in Golden, Colo., is more than a restaurant or food hall—it's Golden's backyard and a vibrant community gathering place where people come together to eat, drink, and connect. Known for warm hospitality, live music and community events, The Golden Mill features five local culinary concepts and two self-pour tap walls offering more than 50 beers, wines, ciders, and house-made cocktails. The historic venue - formerly an 1860's flour mill - offers spacious indoor seating plus creekside and rooftop patios for groups of all sizes. Committed to giving back, The Golden Mill has raised more than \$150,000 for non-profit partners and causes at the local, national, and international levels.

Media Inquiries

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NSP contact Diane Amdur-Diane@AmdurCommunications.com or 303-521-3305

Media Resources/Photos

- [Event graphic](#) and official collection [website](#) (without January 24 releases)
- YoColorado X National Ski Patrol Lock Up Logo [full-color](#) and [one-color](#) graphic