



NEWS RELEASE

Professional Ski Instructors of America
American Association of Snowboard Instructors



PSIA-AASI 50/50 Celebration Begins in Snowmass, Colorado

April 3, 2011 – Snowmass, Colo. — The Professional Ski Instructors of America (PSIA) and American Association of Snowboard Instructors (AASI) kick off their week-long 50/50 Celebration this Monday, April 4, in Snowmass, Colorado. So named in honor of five decades of snowsports instruction past and at least five decades yet to come—the event will gather more than 600 participants (including members of the associations, industry partners, media, and guests) to reminisce, ski, ride, learn, and celebrate together.

The iconic resort of Snowmass plays host to the event, proving itself an ideal setting for such a landmark celebration. The close proximity of the conference facilities, deluxe lodging options, excellent après venues, and varied mountain terrain promise to make for a very special week.

“After almost two years of preparation, we are excited the celebration is finally here,” said Andy Hawk, PSIA-AASI Marketing Director. “This event is a true testament to the success of our association and a celebration of the future for professional snowsports instruction. Aspen/Snowmass and the Town of Snowmass Village have done an excellent job in helping us assemble one of the biggest and most exciting events PSIA-AASI has ever held.”

Among the most memorable events of the week will be Wednesday’s 50/50 Celebration Banquet, which will honor PSIA’s 50-year members (nearly three dozen of whom will be in attendance) and confer Lifetime Achievement Awards upon PSIA Co-founder Curt Chase and Past PSIA-AASI President Mark Anderson. Other highlights will include a banquet address as well as an on-snow coaching session on Thursday by Winter Olympic and X Games Superpipe Coach Bud Keene, Friday night’s Golden Ticket Party at the Viceroy Hotel, and Saturday night’s Closing Daze Celebration at Snowmass Base Village.

For PSIA-AASI members, the 50/50 Celebration serves as an education event as well as a party. The week features clinic opportunities in which members get to ski or ride—and exchange teaching ideas—with current and alumni PSIA-AASI team members. Clinics will also allow participants to see and hear first-hand what PSIA-AASI Teams presented and took away from Interski 2011 in Austria. In addition, all 50/50 attendees will have an opportunity to take in encore Interski presentations by PSIA-AASI Executive Director Mark Dorsey and Alpine Team Captain Michael Rogan.

Follow daily updates from the event on The Snow Pros [Twitter](#) and [Facebook](#) pages. For more information about the PSIA-AASI 50/50 Celebration, please visit www.TheSnowPros.org.

About PSIA and AASI

PSIA and AASI are educational organizations of the nonprofit American Snowsports Education Association (ASEA), with a combined membership of more than 31,000 men and women who are dedicated to promoting snowsports through instruction. The organizations establish certification standards for ski and snowboard instructors and develop education materials to be used as the core components of most ski and snowboard school training. PSIA and AASI support the membership through research and development of instructional programs in alpine and nordic skiing, snowboarding, adaptive skiing and riding, and children’s skiing and riding. Visit www.TheSnowPros.org.

CONTACT:

Andy Hawk, Marketing Director • EXT 4834 • EMAIL AHAWK@THESNOWPROS.ORG
Professional Ski Instructors of America • American Association of Snowboard Instructors
133 South Van Gordon Street, Suite 200 • Lakewood, CO 80228-1703
TEL 303.987.9390 • FAX 303.987.9489