



NEWS RELEASE

Professional Ski Instructors of America
&

American Association of Snowboard Instructors



PSIA-AASI to Host Massive Snowsports Celebration at Snowmass

March 2, 2010 – Lakewood, Colo. -- The Professional Ski Instructors of America (PSIA) and American Association of Snowboard Instructors (AASI) are hosting the biggest party in the history of snowsports instruction. Titled the 50/50—in celebration of five decades of instruction past and decades yet to come—members, guests, industry partners, and media are invited to join the associations for seven days of parties, skiing, riding, learning, and reminiscing at Colorado’s iconic Snowmass resort in April 2011.

The celebration, which has been 50 years in the making, promises to be snowsports instruction’s, if not the entire industry’s, biggest event of 2011. The tremendous popularity of snowsports can be attributed in large part to the achievements of ski and snowboard instructors in promoting the sports. But as much as the event is a celebration of instruction, anyone and everyone with a passion for snowsports is invited to join in the fun.

“We have a lot to be proud of, and a lot of reasons to party, and that is what the 50/50 is all about. The first 50 years have been incredible, but it is the next 50 that we’re really excited about,” said Andy Hawk, PSIA-AASI Marketing Director. “This event is going to be legendary, and the teams at Aspen Skiing Company and the Town of Snowmass Village have put together an eventful week of music, après parties, and, of course, amazing skiing and riding opportunities.”

Beginning on April 4, 2011, partygoers can participate in educational events, freeskiing, on-hill parties, pub crawls, dinners, concerts, and more. There’s something for everyone, both on and off the snow, thanks to the variety of services and activities provided by the Aspen Skiing Company and the Town of Snowmass Village.

Snowmass was chosen as the celebration location because of its many amenities, including deluxe lodging choices, specialty children’s programs, conference facilities, world-class dining options, local adventure opportunities, and of course the mountain, which boasts the longest lift-served vertical rise in the United States and 3,132 skiable acres representing the ideal terrain variety.

“Having PSIA-AASI in Snowmass to celebrate its 50 years of snowsports instruction is quite an honor for us,” said Kristi Kavanaugh-Bradley, Group Sales Director for Snowmass Tourism. “We have lots of surprises in store for everyone and plan to help make the celebration memorable for all those who attend. It will be one heck of a party!”

More details about the 50/50, including all-inclusive package options and special events and opportunities, will become available over the next few months. For the latest celebration information, 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
TEL 303.987.9390 • FAX 303.987.9489 • WWW.THESNOWPROS.ORG
133 South Van Gordon Street, Suite 200 • Lakewood, CO 80228-1703



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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 29,000 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.

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