



# NEWS RELEASE

Professional Ski Instructors of America  
American Association of Snowboard Instructors



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## PSIA-AASI Releases *American Snow* in Celebration of 50 Years of Getting People Stoked on Skiing and Snowboarding

**December 2, 2011 – Lakewood, Colo.** – In recognition of a legacy with roots that reach back 50 years, the Professional Ski Instructors of America (PSIA) and American Association of Snowboard Instructors (AASI) has released a book chronicling the history of the association’s role in the evolution of snowsports.

*American Snow*, written by award-winning author and editor Peter Kray, is the story of great breakthroughs—and the incredible people behind them. It’s also a sneak peak at innovations to come.

In fascinating pictures and superbly written text, *American Snow* tells the story of how PSIA has been at the heart of the snowsports revolution in America for five decades. Since organizing in a cafeteria in Montana in 1961, PSIA (now PSIA-AASI) has led advances in the way skiers float through powder, snowboarders blast out of halfpipes, cross-country skiers wend through the woods, and how people with disabilities get their groove on in snow. An endless obsession with the thrill of gravity, the way people learn, and the happiness that a day outdoors in the winter can bring have resulted in a series of on-snow innovations that have rocked the world of snowsports again and again.

“Thanks to many long hours of research and hard work by Peter Kray— and the great images supplied by countless photographers—we are thrilled to share this one-of-a-kind book with our membership, the industry, and snowsports enthusiasts” said Andy Hawk, PSIA-AASI Marketing Director. “Our association has a very special story to tell about its role in the development and growth of snowsports instruction over the past 50 years and *American Snow* captures the excitement and dedication that instructors contribute to the sports.”

*American Snow* is an 8x10 soft-cover book with 122 pages. PSIA-AASI members can order the book via [TheSnowPros.org](http://TheSnowPros.org) and non-members can order by calling 303-987-9390.

“It was an honor to have the opportunity to tell the story of an incredible journey of progression for PSIA-AASI,” said Peter Kray, author of *American Snow*. “I hope instructors and snowsports lovers alike enjoy *American Snow* and are able to share and relive the story with generations to come.”

### About PSIA-AASI

PSIA-AASI is an educational organization of the nonprofit American Snowsports Education Association (ASEA), with a combined membership of more than 31,500 men and women who are dedicated to promoting snowsports through instruction. The organization establishes certification standards for ski and snowboard instructors and develops education materials to be used as the core components of most ski and snowboard school training. PSIA-AASI supports 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 [TheSnowPros.org](http://TheSnowPros.org) for more information.

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