



# NEWS RELEASE

Professional Ski Instructors of America  
American Association of Snowboard Instructors



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## Atomic Skis & Snowboards Join the PSIA-AASI Official Supplier Pool

**July 15, 2011 – Lakewood, Colo.** – The Professional Ski Instructors of America (PSIA) and the American Association of Snowboard Instructors (AASI) welcome Atomic as an Official Supplier of Ski & Snowboard equipment.

With more than 50 years of success in the snowsports industry and a home base in the heart of the Austrian Alps, Atomic makes an exciting addition to the PSIA-AASI Official Supplier Pool. Ranging from the big mountains of Alaska to the World Cup, some of the world's best athletes aid in the development of Atomic's modern-day products. Core values of passion, performance, and innovation have built Atomic's reputation for original designs that continue to revolutionize snowsports.

“The Official Supplier partnership with Atomic adds increased depth to our ski and snowboard categories with their wide range of exceptional gear and strong presence in the industry,” said Andy Hawk, PSIA-AASI Marketing Director. “We are excited to share Atomic's innovative equipment with the members of PSIA-AASI.”

For the 2011-12 season PSIA-AASI members will have access to Atomic's full line of alpine skis and boots, along with nordic and snowboard equipment.

“As a PSIA-AASI Official Supplier Atomic has an opportunity to support the work of instructors who are on the forefront of snowsports growth and retention,” said Jordan Judd, Atomic Sales Director. “We hope the members enjoy access to Atomic equipment as recognition of their important efforts and dedication to increase snowsports participation.”

For more information about Atomic, please visit [AtomicSnow.com](http://AtomicSnow.com).

### 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 [TheSnowPros.org](http://TheSnowPros.org).

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