



NEWS RELEASE

Professional Ski Instructors of America
&
American Association of Snowboard Instructors



Eurosocks Joins PSIA-AASI Official Supplier Pool

June 3, 2010 – Lakewood, Colo. -- The Professional Ski Instructors of America (PSIA) and American Association of Snowboard Instructors (AASI) have are proud to announce the addition of Eurosocks as an official supplier of ski and snowboard socks.

Eurosocks, a longtime supplier of socks offered through the PSIA-AASI *Accessories Catalog*, will increase the scope of its involvement with PSIA-AASI in its official role. Eurosocks will be the first supplier in the sock category.

“We have been eager to add an official sock supplier, and Eurosocks is a choice our members are familiar with and will be happy with going forward,” said Andy Hawk, PSIA-AASI marketing director. “There is great mutual benefit to creating an official partnership, and we are excited to cultivate this new relationship.”

Eurosocks International, located in Arizona, has long been a favorite among core outdoor enthusiasts. Its socks, made in Italy, are known for their blend of performance fibers and natural yarns, combined to create uniquely engineered, functional socks. The company has patented manufacturing techniques to ensure the quality and technical superiority of their products.

For more information about Eurosocks, please visit www.Eurosock.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 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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