



NEWS RELEASE

Professional Ski Instructors of America
American Association of Snowboard Instructors



Adventure Film Selects PSIA-AASI *Go With a Pro* Clip for Festival Program

November 2, 2011 – Lakewood, Colo. The Professional Ski Instructors of America (PSIA) and the American Association of Snowboard Instructors (AASI) are excited to announce their inclusion in the programming for this year's Adventure Film Festival (AdventureFilm.org).

To give the gift of sliding on snow is to give the gift of flight. As depicted in Rival Films' *20/20: Believing Isn't Always Seeing*, the opportunity to share this gift will have lifelong impact for AASI Snowboard Team member Scott Anfang. Taken from the nationally distributed *Go With a Pro* television show, *20/20* follows the journey of and bond between Scott and his blind student, Dave Hunter. Loss of sight would not be Dave's only challenge, and his master instructor becomes the apprentice when Dave provides a powerful lens through which to view life.

"Our film program was already set for 2011," said Sara Close, producer of the Boulder, Colorado-based Adventure Film Festival, "and then I got the call from two colleagues about a new film. 'What I saw,' they said, 'changed my life.' A change in our program, like the change in their lives, seemed only fitting. We're honored to include *20/20: Believing Isn't Always Seeing*, because it's the true embodiment of what this festival stands for: fighting for what you believe in, aspiring for the highest peak, and making your own legends."

For the festival showing of *20/20* on November 4th, Anfang will introduce the clip and share the powerful evolution of the story. A full schedule can be found at AdventureFilm.org. Boulder Theater tickets can be purchased [here](#).

"We're honored to be included in this prestigious film festival," said PSIA-AASI Marketing Director Andy Hawk. "This is a powerful story with a clear message, a message that reminds us all why we got into the business of sharing with others our passion for sliding on snow. Rival Films does an incredible job of capturing the stories of human achievement through sport, and *20/20* is no exception."

About PSIA and 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 for more information.

About Rival Films

As the premier storytellers of sport, Rival Films produces non-fiction feature-length movies and short films for theatrical, broadcast, worldwide web, and home video release. Rival's work has received accolades from a strong body of national and international media. Visit RivalFilms.com for more information.

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