



NEWS RELEASE

Professional Ski Instructors of America
American Association of Snowboard Instructors



Anonymous Donor Provides \$200,000 Grant for PSIA-AASI Education Foundation Program Growth

October 25, 2011 – Lakewood, Colo. – The PSIA-AASI Education Foundation, a 501 (c) 3 charitable organization that supports PSIA-AASI, has received a \$200,000 grant to support the growth of adaptive programs, consumer promotion, and professional development initiatives. The anonymous grantor believes that the projects this grant supports offer valuable resources and training for volunteers and instructors who teach snowsports to the general public, especially those teaching adaptive students.

“Receiving this grant is a testament to the hard work of our members and the vision of the board of directors to provide the best resources available to the skiing and riding public,” said PSIA-AASI Executive Director and CEO Mark Dorsey. “It is no secret that PSIA-AASI provides an authentic and engaging connection to the snowsports experience, and as the hub of that opportunity, we are honored that we can provide access for the philanthropy that desires to support initiatives like these. One hundred percent of these funds will support PSIA-AASI Education Foundation programs, and we are honored and grateful for this support.”

Among the projects supported is the distribution of the PSIA-AASI *Adaptive Manual* to qualifying adaptive programs and their instructors. The grantor recognizes the value that these programs bring, often through countless hours of volunteer support, and desire to support these efforts. The grant will also support PSIA-AASI’s partnership with Disabled Sports USA and the association’s involvement in The Hartford Ski Spectacular.

PSIA-AASI’s consumer messaging will also receive a boost from this grant. In addition to providing resources for PSIA-AASI’s involvement in the industry leading Learn to Ski and Snowboard Month initiative, the grant also enables support for the continued production of *Go With a Pro* television, an education-based ski and snowboard program that is distributed to a television audience of 41 million homes and through a strong online presence.

The grant will also provide a foundation of support for PSIA-AASI’s *Strategic Education Plan* through a set of projects—emphasizing standards development and assessment—designated to provide the first steps toward long-term alignment and growth of education programs and professional development opportunities for our members.

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 31,000 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.

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