



NEWS RELEASE

Professional Ski Instructors of America
American Association of Snowboard Instructors



PSIA-AASI Welcomes HEAD USA as Official Supplier of Alpine Ski and Snowboard Equipment

June 17, 2011 – Lakewood, Colo. – The Professional Ski Instructors of America (PSIA) and the American Association of Snowboard Instructors (AASI) are excited to welcome HEAD USA as an Official Supplier of Alpine ski and snowboard equipment.

Founded in 1950, HEAD is a leading global manufacturer of premium sports equipment with divisions in winter sports, racquet sports and diving. Their products are endorsed by some of the world's top athletes including Bode Miller, Lindsey Vonn, and Ted Ligety. Along with PSIA-AASI, HEAD is also a strong supporter of Learn to Ski and Snowboard Month, an annual snowsports industry initiative which encourages people to take snowsport lessons with professional instructors. This mutual partnership makes HEAD a natural fit as a PSIA-AASI Official Supplier and a strong supporter of the work of snowsports instructors across the country.

“We’re pleased to have HEAD as the newest addition to our Official Supplier pool,” said Andy Hawk, PSIA-AASI marketing director. “Their strong line of ski and snowboard gear, as well as their commitment to the growth of snowsports participation makes them an important partner to our membership.”

“HEAD is dedicated to introducing new skiers and riders into our wonderful sports. Our goal is to turn them into lifelong avid participants.” stated Jon Rucker, HEAD USA’s Director of Sales and Marketing. “PSIA and AASI instructors are often the first contact people have to our sports, and having the best instructors nation-wide is an important element of growing skiing and snowboarding. By donating a portion of our profits to the PSIA, AASI, and the national Learn to Ski and Snowboard Month, we are able to make significant steps toward our goal.”

For more information about HEAD, please visit Head.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.

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