



# NEWS RELEASE

Professional Ski Instructors of America  
&

American Association of Snowboard Instructors



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## Hestra Extends Partnership with PSIA-AASI through 2014

**October 19, 2009 – Lakewood, Colo. --** The Professional Ski Instructors of America (PSIA) and American Association of Snowboard Instructors (AASI) have extended their partnership with Hestra, an Official Supplier of gloves to the associations, through 2014.

“Our relationship with PSIA-AASI has been very beneficial. We’ve had a great opportunity to watch the partnership grow each year,” said Dino Dardano, president of Hestra USA. “The combination of access to the membership and national exposure through the PSIA-AASI Teams continues to accelerate our position within the professional instructor community.”

Hestra’s products are available directly to members through the PSIA-AASI *Accessories Catalog*. Hestra also provides a pro offer via [www.TheSnowPros.org](http://www.TheSnowPros.org) which, in combination with catalog sales, provides sales support for the partnership. Other suppliers in this category include Level, Reusch, and Swany.

The associations rely upon the industry support of these companies, among others, to further their educational mission, enhance instructional programs, and provide access to professional equipment resources for members.

“Hestra continues to be an exceptional partner to PSIA and AASI. Their willingness to solicit feedback from our members and Teams allows their products to evolve to meet the needs of snowsports pros,” said Andy Hawk, marketing director for PSIA and AASI. “We are excited to extend our partnership through 2014 with such a solid partner.”

Hestra, a Swedish company, has its’ U.S. headquarters in Golden, Colo. They are known to a group of core snowsports enthusiasts and instructors, who rely upon the quality and durability of their products to stay warm and dry when working in the elements.

For more information about Hestra, please visit [www.hestrausa.com](http://www.hestrausa.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](http://www.thesnowpros.org).

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