



# NEWS RELEASE

Professional Ski Instructors of America  
American Association of Snowboard Instructors



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## PSIA-AASI Welcomes Mountain Khakis as an Official Supplier

**July 27, 2011 – Lakewood, Colo.** – The Professional Ski Instructors of America (PSIA) and the American Association of Snowboard Instructors (AASI) are pleased to announce the addition of Mountain Khakis to their Official Supplier pool.

Based out of Jackson Hole, Wyoming, Mountain Khakis is one of the outdoors industry's top-performing mountain-inspired lifestyle apparel brands, producing high quality, durable apparel for men and women. Established in 2003, Mountain Khakis prides itself on using colors and textures found in nature to create bottoms that are "Built for the Mountain Life".

Mountain Khakis' staff shows its commitment to outdoor organizations and causes through the MK Fund, in which they partner with and support organizations such as the Conservation Alliance, the American Alpine Club, the Vail Valley Foundation, and many more. This dedication to grassroots outdoor organizations makes the company a valuable partner to PSIA-AASI.

"Mountain Khakis durable, mountain-style products will provide a solid work-pant option for instructors who work and play outdoors," said Andy Hawk, PSIA-AASI Marketing Director. "We're thrilled to have them on board as an Official Supplier."

Mountain Khakis will be the first Official Supplier in the Après Pant category. Its pro-site offering product discounts to PSIA-AASI members is now accessible through [TheSnowPros.org](http://TheSnowPros.org).

"Becoming a PSIA-AASI Official Supplier is a great way to connect our brand with more core outdoor enthusiasts who regard mountain adventure and culture as a way of life," said Jen Taylor, Director of Creative Development for Mountain Khakis. "We appreciate the dedication and hard work of ski and snowboard instructors and are proud to be able to provide them with apparel that not only withstands but *invites* the conditions inherent with the mountain lifestyle."

For more information about Mountain Khakis, please visit [MountainKhakis.com](http://MountainKhakis.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](http://TheSnowPros.org).

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### CONTACT:

Andy Hawk, Marketing Director • EXT 4834 • EMAIL [AHAWK@THESNOWPROS.ORG](mailto:AHAWK@THESNOWPROS.ORG)  
Professional Ski Instructors of America • American Association of Snowboard Instructors  
133 South Van Gordon Street, Suite 200 • Lakewood, CO 80228-1703  
TEL 303.987.9390 • FAX 303.987.9489