



# NEWS RELEASE

Professional Ski Instructors of America  
American Association of Snowboard Instructors



---

## Never Summer Renews Official Supplier Partnership with PSIA-AASI

**February 3, 2011 – Lakewood, Colorado** – Building on a successful first term in the Official Supplier pool in the snowboard category, Never Summer has renewed its partnership with the Professional Ski Instructors of America (PSIA) and the American Association of Snowboard Instructors (AASI) through 2013. Never Summer joined the Official Supplier pool in 2009.

Never Summer snowboards are hand-crafted in Denver, Colorado, along with an extensive line of skateboards. Designing and building snowboards locally since 1983, Never Summer has grown to be one of the most respected and best-selling snowboard companies in the country. Its local craftsmanship and grassroots approach to promotion makes Never Summer an ideal fit in the PSIA-AASI Official Supplier pool.

“Our membership has shown great enthusiasm for the boards and culture that surrounds them since we added Never Summer to the Official Supplier pool,” said Andy Hawk marketing director for PSIA-AASI. “We are psyched to have them continue to provide their incredible products to our members.”

Never Summer continues as an Official Supplier in the snowboard category alongside Burton, Rossignol, and Flow. In recognition of the value of the contributions made by all instructors, Never Summer offers pro purchase opportunities on snowboards and skateboards for both PSIA and AASI members of all certification levels.

“Our partnership with PSIA-AASI has given us a great opportunity to work with dedicated snowboard instructors throughout the country,” said Tony Sasgen international sales manager and pro form director for Never Summer. “We appreciate their efforts to grow the sport and we look forward to our continued relationship as an Official Supplier.”

For more information about Never Summer, please visit [NeverSummer.com](http://NeverSummer.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 30,000 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).

###

### 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