

NEWS RELEASE

American Association of Snowboard Instructors



Never Summer Industries Jumps into the AASI Official Supplier Pool

September 24, 2009 – Lakewood, Colo. – The American Association of Snowboard Instructors (AASI) is excited to announce the addition of Never Summer Industries to their Official Supplier Program. Colorado-based Never Summer joins the association’s expanding sponsor pool in the snowboard category.

Just one of a handful of snowboard suppliers on the roster, Never Summer brings options and depth to the category, providing additional benefit for snowboard instructor members. Burton and Rossignol also supply AASI in the snowboard category.

“We were looking to add a core snowboard category offering for our members, and Never Summer is a great fit,” said Andy Hawk, marketing director for AASI. “This is a great opportunity for our respective brands, and provides another solid snowboard choice for our membership.”

Never Summer products are manufactured at the company’s Colorado factory, where raw materials are carefully handcrafted into snowboards and skateboards. Production is focused intensely on quality, artistry, and craftsmanship, characteristics that have encouraged a devoted following, making AASI and its grassroots foundation a natural choice for a supplier partnership.

“AASI is a great match for Never Summer,” said Tony Sasgen, director of pro form sales for Never Summer. “We are very excited to partner up with AASI and to be offering our boards to the membership, reinforcing our commitment to instructors and what they do for the industry.”

AASI members, as well as members of the Professional Ski Instructors of America (PSIA), will have special members-only access to Never Summer products, including their line of skateboards.

For more information about Never Summer, please visit www.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 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.

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