



NEWS RELEASE

Professional Ski Instructors of America American Association of Snowboard Instructors



Glen Plake Joins PSIA-AASI

November 29, 2010 – Lakewood, Colo. – As a natural extension of his role as a snowsports ambassador, one of the most recognizable professional skiers in the world has joined the association long known for its members' commitment to fueling the public's passion for skiing and riding. The legendary Glen Plake recently joined the Professional Ski Instructors of America-American Association of Snowboard Instructors (PSIA-AASI).

Plake has proven himself as a pioneer of freestyle skiing in America and currently serves as an ambassador of [Learn to Ski and Snowboard Month \(LSSM\)](#), a public initiative to encourage others to get involved in snowsports, making him a natural fit as a member of PSIA-AASI. Plake is planning on participating in PSIA clinics and obtaining PSIA alpine certification this winter.

“We are thrilled that Glen chose to become a member of PSIA-AASI,” said Andy Hawk, marketing director of PSIA-AASI. “His contributions to skiing—and encouragement of those learning to ski or ride—will make him an excellent addition to our association, and we're eager to provide him with education and training resources along with the opportunity for certification. It's an exciting testament to the evolution of our association that a person of such notable influence in the industry recognizes and supports the use of our training and certification opportunities.”

Plake, who is known for his unique skiing style and multi-colored mohawk, has been featured in countless ski films and magazines. Along with his international expeditions, Plake and his wife promote skiing through their “Down Home Tour” in which they travel around the United States to ski smaller snowsports areas with the locals. The three-time World Hot Dog skiing champion will receive one of his biggest accolades to date in April 2011 when he is inducted into the U.S. Ski and Snowboard Hall of Fame.

“When it came down to it, I decided it was time to practice what I've been preaching for all these years . . . take lessons,” said Plake. “I'm thrilled to join PSIA-AASI for the opportunity to fill my own toolbox with some new tools, as well as the opportunity to stoke the masses on the value of professional instruction.”

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.

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