



NEWS RELEASE

Professional Ski Instructors of America
American Association of Snowboard Instructors



Slingshot Sports Makes a Splash in the PSIA-AASI Official Supplier Pool

July 6, 2011 – Lakewood, Colorado - The Professional Ski Instructors of America (PSIA) and the American Association of Snowboard Instructors (AASI) are pleased to announce the addition of Slingshot Sports as an Official Supplier of Kiteboarding, Wakeboarding, and Stand-Up Paddleboarding equipment.

Slingshot Sports is a global watersports brand that has been designing, producing, and innovating quality Wakeboarding, Kiteboarding, and Paddleboarding equipment since 1999. Building on PSIA-AASI's efforts to expand its summer fitness and cross-training options for members, Slingshot is the first Official Supplier to establish a watersports equipment category. A complete selection of Standup Paddleboarding, Kiteboarding and Wakeboarding models are now available to members.

“Slingshot is excited to support the membership of PSIA-AASI and the work they do to promote active lifestyles through winter snowsports instruction,” said Greg Kish, North American Sales Manager of Slingshot Sports. “As the snow melts and summer heats up we hope PSIA-AASI members will take full advantage of our extensive line of watersports equipment to keep active and have some fun on the water in the off-season.”

Over the last 11 years the Slingshot crew has dedicated endless time and effort channeling their passion for watersports to people throughout the world. Slingshot Sports LLC has worked diligently to establish a solid reputation in the watersports market by manufacturing high-quality products, setting construction and design standards, and dressing it all up with an image that is unique, edgy, and young.

“We’re excited to add a new off-season, cross-training category for our membership with Slingshot Sports as an Official Supplier” said PSIA-AASI Marketing Director Andy Hawk. “Watersports are a popular activity for our members to stay in shape and enjoy the summer. The Slingshot partnership will provide easy access to quality watersports equipment for both seasoned watersports enthusiasts as well as first-timers.”

For more information about Slingshot Sports and their products please visit www.slingshotsports.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.

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