



NEWS RELEASE

**Professional Ski Instructors of America
American Association of Snowboard Instructors**



PSIA-AASI Renews Official Supplier Partnership with Subaru of America

June 23, 2011 – Lakewood, Colorado – The Professional Ski Instructors of America (PSIA) and the American Association of Snowboard Instructors (AASI) are proud to announce the extension of their partnership with Subaru of America (SOA) as their exclusive vehicle Official Supplier through 2016.

Founded in 1968, SOA has grown to be the leading environmentally-friendly, all-wheel-drive car maker in the country. Through a far-reaching commitment to grassroots organizations like PSIA-AASI, SOA continues to provide support for the active, outdoor lifestyles of its customers. As the official vehicle supplier of PSIA-AASI since 1995, SOA provides access to its VIP purchase program to all members of the association as well as support for snowsports participation growth initiatives.

“Subaru is thrilled to extend our partnership with PSIA-AASI. We applaud the hard work of instructors and their efforts to grow the sports of skiing and snowboarding,” said Todd Lawrence, Subaru of America Promotions and Sponsorship Manager. “By offering reliable and efficient vehicles for the mountain lifestyle, we hope to make the work of the members of PSIA-AASI easier and more enjoyable.”

Subaru of America supports snowsports growth through PSIA-AASI by sponsoring annual PSIA-AASI *Tip of the Day* cards that are offered free of charge to snowsports schools and instructors, as well as *Go With a Pro* television, a show produced annually by PSIA-AASI that encourages ski and snowboarding participation and lessons with professional instructors. SOA is also the title sponsor of YourMountain.org, an interactive website that offers information and tips for a younger audience of skiers and riders. Building on its existing efforts to support the mountain lifestyle, the SOA Master the Mountain tour travels to snowsports areas across the country each winter to offer instruction tips, product demos, and giveaways.

“The support that Subaru provides our membership—as well as the ongoing role the company plays in the growth of snowsports participation—continues to be outstanding” said PSIA-AASI Marketing Director Andy Hawk. “The alignment of our mutual grassroots marketing programs provides a solid foundation for both organizations. From on-hill activation programs like Master the Mountain to television programming that reaches a nationwide audience, Subaru provides crucial opportunities for delivering our message.”

For more information about Subaru of America, visit Subaru.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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