



NEWS RELEASE

Professional Ski Instructors of America
American Association of Snowboard Instructors



Swenor Becomes PSIA-AASI Official Supplier

February 11, 2011 – Lakewood, Colo. -- The Professional Ski Instructors of America (PSIA) and American Association of Snowboard Instructors (AASI) are excited to welcome Swenor Rollerskis into their pool of Official Suppliers.

The Norwegian rollerski brand, distributed in the U.S. by Swix Sport USA, provides advanced dryland training equipment for cross country and skate skiers looking to improve their technique and keep up with their training off season. The fiberglass and aluminum rollerskis offer a challenging way for nordic instructors to hone technique and tactics off the mountain for later application in lessons on the hill, while also serving as a potential cross-training tool for alpine and snowboard instructors.

“We have been eager to add an off-season training equipment company to our Official Supplier pool,” said Andy Hawk, marketing director for PSIA-AASI. “Swenor offers a new and exciting summer fitness and training option for our members.”

Swenor has garnered a reputation for developing frames, wheels, and bearings that combine to make skiing on asphalt feel like skiing on snow. The company is the first in PSIA-AASI’s dryland training category.

“Swenor is delighted to become an Official Supplier to PSIA-AASI”, said Steve Poulin, president and CEO of Swix Sport USA. “With our mutual interest in training and instruction, it is a natural fit to support the efforts of the association’s membership.”

For more information about Swenor Rollerskis, visit SwenorSports.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.

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