



# NEWS RELEASE

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



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## **Yakima Becomes Official Supplier to PSIA-AASI**

**November 29, 2010 – Lakewood, Colo.** – The Professional Ski Instructors of America (PSIA) and the American Association of Snowboard Instructors (AASI) are excited to announce the addition of Yakima to their Official Supplier pool.

Yakima prides itself as a company of outdoor enthusiasts who work to make the finest vehicle racks possible, offering racks for bikes, snowsports, cargo, camping, and trailers. A design philosophy based on functionality, durability, and beauty ensures that every product in the company's line is built to exacting standards. Yakima is also a proud partner of Subaru, the official vehicle of PSIA-AASI, making them a natural fit in the Official Supplier pool.

“We’re excited to add Yakima to our Official Supplier program,” said PSIA-AASI Marketing Director Andy Hawk. “Our members are avid outdoor enthusiasts, and a partnership with Yakima provides a connection to the natural extensions of their lifestyle.”

Yakima joins the PSIA-AASI Official Supplier pool as the sole equipment provider in the vehicle racks category.

“We’re stoked to partner with PSIA-AASI,” said Joel Grabenstein, marketing and promotions manager for Yakima. “Their membership represents not only the front lines of the winter sports profession, but also a passionate year-round commitment to the outdoors. Their influential-yet-chill grassroots presence is a natural fit for Yakima’s ‘Take it Easy’ mentality.”

For more information about Yakima, please visit [www.Yakima.com](http://www.Yakima.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](http://www.TheSnowPros.org).

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