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## National Ski Patrol Partners with Terra Public Relations for Communications

**Twitterpitch: @natlskipatrol taps @terrapr for communications and media relations #ski #snowboard**

DENVER, CO (June 28, 2011) -- The National Ski Patrol (NSP) has retained Terra Public Relations to handle its public relations efforts. Effective July 1, Terra PR will conduct media outreach, provide strategic PR planning, promote the NSP's upcoming 75th anniversary and fundraising efforts, and showcase the NSP's message of "Service and Safety."

Today, the NSP organization is made up of 28,000 members serving over 650 patrols, including volunteer and professional patrollers. NSP members work on behalf of local ski and snowboard areas to improve the overall experience for outdoor recreationalists. Individuals who enjoy winter and summer outdoor recreation know that National Ski Patrol members are often there to assist them when there is a problem.

"Terra's experience and creativity, combined with their extensive media relationships, knowledge of the industry, and understanding of our mission make them a natural fit for our organization," said Tim White, executive director for the National Ski Patrol. "We're excited to partner with Terra as the NSP continues to build its brand image with the skiing public and work on the issues that affect today's snow sports, especially as we near the 75th anniversary of the National Ski Patrol in 2013."

"As avid skiers and snowboarders, we're big believers in the NSP and their efforts to promote safety and communication within the snow sports community while building a cohesive and influential network of professionals," said Alli Noland, director of everything at Terra PR. "Their mission of outdoor responsibility and developing a coordinated snow safety network compliments our beliefs, and we couldn't be more excited about working with them."

Links:

National Ski Patrol: <http://www.nsp.org/>

Terra Public Relations: <http://terrapublicrelations.com/>

Social media release:

### About National Ski Patrol

Founded in 1938 the National Ski Patrol is a widely recognized association of snow sports-related professionals. As the leading authority of on-mountain safety, the NSP is dedicated to serving the public and outdoor recreation industry by providing education and accreditation to emergency care and safety service providers.

### About Terra PR

Terra Public Relations is an integrated media relations, brand and social media consulting firm for innovative companies seeking to engage media, consumers or other brands. We specialize in creating clear lines of communication, and promoting great products and good people to the mainstream, travel, athletic, outdoor, LOHAS, family and action sports communities.