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FOR IMMEDIATE RELEASE:

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NSP Promotes Christine Albertson to Marketing and Events Director

Lakewood, Colo. –Former Sponsorship and Events Manager Christine Albertson has been promoted to be the marketing and events director of the National Ski Patrol (NSP). Albertson will start her new duties on March 7.

"I am very pleased to announce that Christine Albertson will be our new marketing and events director," said NSP Executive Director Tim White. "Christine has had great success in building the NSP sponsorship program over the last two years, and this new position will enable her to create new opportunities for the NSP."

Albertson moved to Colorado in 1998 to be a river guide, and worked as a guide and company manager for nine years. In the off season, she worked as a banquet manager at Copper Mountain. She joined the NSP in August 2008, putting her customer service and managerial skills to use in promoting NSP events and building relationships with sponsors, with which she had great success. She also oversaw the Patroller Education Conference in 2009 and 2010.

As events director, Albertson will oversee the Patroller Education Conference in 2012, as well as NSP's 75th Anniversary Gala in 2013. She will also continue to promote partnership opportunities with NSP sponsors.

About the National Ski Patrol

The National Ski Patrol is a federally-chartered nonprofit membership association dedicated to serving the public and the mountain recreation industry. For 72 years, the NSP has been at the forefront of safety and emergency care education programs. The association's 27,000 members represent 98 percent of the nation's patrollers. For more information, access www.nsp.org.

For further comments or interviews regarding the NSP, please call NSP Communications Director Candace Horgan at (303) 988-1111, x2625.

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