



NEWS RELEASE

National Ski Patrol

Ski Patrol Launches Recruitment Campaign

New Initiatives Seek To Help Local Patrols Attract More Candidates.

LAKESWOOD, Colo. – September 28, 2009 –In an effort to attract more ski patrollers nationwide, the National Ski Patrol (NSP) has launched a new, multi-faceted recruitment campaign available to ski patrols and ski areas across the country. The campaign includes a variety of collateral materials that all utilize the theme “We’re a Different Breed.”

This fall the National Ski Patrol (NSP) has launched a new recruitment campaign aimed at adding more patrollers to the slopes. According to NSP Executive Director Tim White, “This initiative is designed to assist the ongoing, grassroots efforts of local patrols to recruit the next generation of patrollers.” In developing the initiative, much consideration was given to the unique responsibilities, skill requirements and core values that successful patrollers possess. “Clearly, patrollers are a different breed of individual, so we’ve chosen that as our tagline for this campaign,” says White.

As part of the *We’re a Different Breed* campaign, NSP developed a recruitment pamphlet that patrols can customize and distribute to potential new candidates including skiing and riding guests. The pamphlet provides a brief history of NSP, lists the core values of the organization, and outlines the many benefits of being a patroller. In addition to the pamphlet, a series of three recruitment posters and stickers were created. Also as part of the campaign, NSP will highlight best practices for successful recruitment efforts at the local level in its members-only newsletter, website and *Ski Patrol* magazine. All materials are offered to patrols nationwide at no cost, thanks in part to a grant bestowed to NSP for the effort from Patagonia.

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 more than 70 years, the NSP has been at the forefront of safety and emergency care education programs. The association's 27,000 members represent 96 percent of the nation's patrollers. For more information access www.nsp.org.

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