



NEWS RELEASE

National Ski Patrol

NSP and Subaru Debut 'Streets to the Slopes' Safety Campaign During National Safety Awareness Week

January 20, 2010—Lakewood, Colorado—Longtime National Ski Patrol (NSP) sponsor Subaru has demonstrated its commitment to safety by partnering with the NSP to create "Streets to the Slopes," a new national campaign that promotes slope and winter driving safety. Campaign materials became available this week, coinciding with National Safety Awareness Week at U.S. ski areas.

"Subaru and the NSP are a great match, as both organizations have a strong safety culture and desire to educate the public about safety," said Tim White, NSP executive director. "This campaign is the beginning of a shared goal between the two organizations to heighten travel and skier safety awareness in creative and fun ways, and we look forward to working with Subaru in this capacity in the coming years."

The campaign offers several collateral pieces: a 3X3 (trail map sized) handout and a safety-related sticker, both convenient to pass out on the hill, in lodges or in lift lines. The double-sided handout provides concise safety messaging targeting winter travel (i.e., pick the right tires; clear snow and ice off cars; know your route) and slope safety (i.e., take a lesson; wear proper head and eyewear; know the skier's Responsibility Code).

National Safety Awareness Week 2010, scheduled Jan. 16-22, is part of the National Ski Areas Association's (NSAA) Heads Up slope safety initiative. During the annual event, ski areas are encouraged to promote slope safety to guests and staff in a variety of creative ways. To see what ski resorts have done to promote safety during Safety Week in the past, visit nsaa.org/nsaa/safety.

Streets to the Slopes campaign handouts and stickers are available free-of-charge to all NSP member patrols. To request the collateral pieces, contact Jeri Boswell at the NSP: 303.988.1111 or jboswell@nsp.org. There will be a small shipping charge. For general information about the campaign contact Tim White, Executive Director, National Ski Patrol: timw@nsp.org or 303.988.1111x2645.

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 98 percent of the nation's patrollers. For more information access www.nsp.org.

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