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**National Ski Patrol and YoColorado to Launch Co-Branded Retro-Inspired Winter Apparel Collection on Jan. 24**

*This is style with purpose — 20% of every purchase helps fund ski patroller education and training nationwide*

**LAKEWOOD, Colo., and GOLDEN, Colo. — Jan. 20, 2026** – A new winter lifestyle apparel collection is turning mountain style into mission-driven impact. [National Ski Patrol](#) (NSP), one of the largest organizations committed to safety and rescue education for the outdoor industry, and [YoColorado](#), a 13-year-old outdoor lifestyle apparel brand known for its high quality and retro-inspired designs, will launch a new co-branded winter lifestyle apparel collection on Jan. 24. The collection was created for “A Higher Purpose” with 20 percent of all sales directly supporting education and training programs for more than 30,000 patrollers nationwide.

Designed for all outdoor enthusiasts, not just patrollers, the NSP and YoColorado’s Winter 2026 Collection blends YoColorado’s vintage mountain style with NSP’s 88-year legacy of safety, service, and education. The result is apparel that looks good in the mountains and in town, while giving back to the people who help keep outdoor communities and ski areas safe.

The collection features custom-designed fleece, flannels, vests, headwear, and accessories built for active lifestyles. Three brand-new graphic apparel [designs](#) — *Blizz the Pawtrol Dog*, *Fresh Tracks* and *Heroes of the High Country* — round out the collection. Drawing inspiration from real NSP patrollers and avalanche rescue dogs, these designs honor National Ski Patrol’s legacy and the first responders — both human and canine — who support mountain safety. For a preview of selected products, [click here](#).

“This partnership reflects what the outdoor community does best – showing up for one another with purpose and passion,” said [Stephanie Cox](#), CEO of National Ski Patrol. “Every purchase directly supports ski patrol education and training, helping more than 30,000 patrollers continue to service skiers, riders, and outdoor enthusiasts across the country. It’s meaningful, impactful, and unmistakably mountain-driven.”

Built on a shared love of the outdoors and a mission to keep outdoor enthusiasts safe, this collection is the first in a multi-year partnership between the two Colorado-based, national organizations. The apparel line also brings the story of outdoor safety and service to a wider audience, making this story both visible and wearable.

“Working with National Ski Patrol has been an incredible opportunity to turn our love of mountain culture into real impact,” said Brad Miller, YoColorado Co-Founder and Managing Partner. “Designed collaboratively, this thoughtful collection celebrates National Ski Patrol’s legacy while showing that great design can also do good.”

The full winter collection will be available beginning Jan. 24 at [YoColorado.com](#) and at YoColorado’s Basecamp store in Golden, Colo. Each item sold includes a custom [hang tag](#) and [postcard](#) that shares the story behind the “Partner for A Higher Purpose” collaboration, educating buyers about the work of National Ski Patrol and the purpose-driven impact of the collection.

“We are proud to team up with YoColorado on this mission. At its heart, it’s commerce with a conscience,” Cox added.

### **About National Ski Patrol**

National Ski Patrol (NSP) is a federally-chartered 501(c)(3) nonprofit education and membership association. As the leading authority of on-mountain safety, NSP is dedicated to serving the outdoor recreation industry by providing education and training to emergency care and safety service providers. With more than 30,000 members across 650 patrols, and affiliated organizations in Canada, Europe, and Asia, NSP is one of the largest organizations committed to safety and rescue education for the outdoor industry. Members include ski and bike patrollers, as well as mountain and bike hosts, alumni, associates, and physician partners, working on behalf of local ski/snowboard areas and bike parks to enhance the overall experience for outdoor enthusiasts. Founded in 1938, NSP continues to advance its commitment to safety and its vision by leveraging the latest technology, innovation, and education. Visit [NSP.org](#), and follow on [Facebook](#) and [Instagram](#).

## **About YoColorado**

Founded in 2013 and based in historic Golden, Colo., YoColorado is a retro-inspired outdoor apparel company that celebrates the free-spirited adventure of the Colorado lifestyle. Blending bold design with quality craftsmanship, YoColorado offers a curated collection of outdoor apparel and gear designed to feel good and fuel the fun every time you step outside. YoColorado has collaborated with iconic partners including Coors Banquet and National Ski Patrol and is carried by leading outdoor and specialty retailers such as Vail Resorts, REI, and Christy Sports. From small-batch manufacturing to upcycling materials into unique apparel and accessories to community-first partnerships, YoColorado is all about doing good and making our customers look and feel good. Visit [yocolorado.com](http://yocolorado.com) and follow on [Facebook](#) and [Instagram](#).

## **Media Inquiries**

For National Ski Patrol media inquiries or interview requests with [Stephanie Cox](#), CEO of National Ski Patrol, contact Diane Amdur at [Diane@AmdurCommunications.com](mailto:Diane@AmdurCommunications.com) or 303-521-3305.

For YoColorado media inquiries or interview requests with Brad Miller, Founder & Managing Partner of YoColorado, contact Julie Bartos at [julie@yocolorado.com](mailto:julie@yocolorado.com) or 303-653-3330.

## **Media Resources/Photos**

- [15 product images](#) from National Ski Patrol x YoColorado 2026 Winter Collection
- [National Ski Patrol Newsroom](#)
- National Ski Patrol [Photos](#) (P.C.: National Ski Patrol)
- [NSP Fact Sheet](#)

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