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National Ski Patrol Launches Inaugural Sponsored Athlete-Ambassador Program

Seven patrol-athletes selected for representing the values and athleticism of NSP

LAKEWOOD, Colo. (Dec. 2, 2024) – [National Ski Patrol](#) (NSP), one of the largest organizations committed to safety and rescue education for the outdoor industry, launched its first-ever [NSP Athlete Program](#). This groundbreaking initiative marks a significant milestone in NSP’s 85-year [rich history](#), celebrating the competitive athleticism and youthful spirit of its members while integrating the organization’s creed.

The inaugural group of NSP Athlete Ambassadors includes [seven ski patrollers](#) representing a wide range of ages, genders, patrol locations, and competitive mountain sports. The selected NSP Athletes embody NSP’s values of service, safety, and education in skiing, snowboarding, and biking – disciplines that align with NSP’s educational mission. Through competitions, events, and community outreach, they will advance a love for the mountains while emphasizing the importance of preparedness and responsibility. They will also engage with the public, share their experiences, and represent National Ski Patrol as ambassador-athletes.

“We are thrilled to introduce the innovative NSP Athlete Program and celebrate the athleticism of our ski patrollers,” said Stephanie Cox, CEO of National Ski Patrol. “This program not only supports our competing athletes but also demystifies the role of a ski patroller, while highlighting the broader impact of NSP on the ever-growing outdoor industry. We hope to expand our reach to new audiences, reshape the NSP brand, recruit promising candidates, and cultivate the next generation of patrollers.”

The [NSP Athlete Program](#) provides comprehensive support to these competitive athlete-patrollers, including resources, a sponsorship stipend, training assistance, equipment support, and mentorship from experienced patrollers. This NSP sponsorship season runs from November 2024 to November 2025.

“By investing in these talented patroller-athletes, National Ski Patrol is committed to fostering a culture of excellence, innovation, and community within the outdoor industry. We are inspiring people to pursue their passions, embrace outdoor adventure, and prioritize safety,” added Cox.

About the NSP Athletes

The inaugural group of NSP Athletes is a diverse team of seven talented patrollers (notably, one patroller is also the first-ever, sponsored employee of NSP*), including four women and three men. Ranging in age from a 16-year-old Young Adult Patroller (YAP) to a seasoned 44-year-old masters athlete, they span patrol locations from California to New York, including Colorado, Idaho, Wyoming, and Virginia. Their combined technical expertise includes skiing, snowboarding and biking. [Click here](#) for bios, photos, and favorite NSP moments for the following NSP Athletes:

- Charlie Bernicke, 26 (Gand Targhee, Wyo.): freeride skiing
- Samantha Braden, 16 (Wintergreen, Va.): skiing and mountain biking
- Mackenzie Case, 24 (Labrador Mountain, N.Y.): freeride skiing
- Daniel Linden, 30 (Loveland, Colo.): snowboarding
- Alex Maresjo, 37 (Bogus Basin, Idaho): alpine skiing
- Michelle McGee, 44 (China Peak, Calif.): mountain biking
- *Maddie Miller, 29 (Bryan Mountain, Colo., and NSP headquarters in Lakewood, Colo., as a full-time employee): skiing and mountain biking

About the NSP Athlete Program

To be eligible for the NSP Athlete Program, applicants must be active National Ski Patrol members who compete at the national level in recognized snow sports or mountain biking events. They must also embody NSP's core values of excellence, service, leadership, integrity, responsiveness, and camaraderie. This new program accepts applications annually in October, with the selected group of athlete-patrollers receiving support for the upcoming season. For more information on eligibility criteria and the application process, [click here](#).

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 accreditation to emergency care and safety service providers. With more than 30,000 members across 630 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](https://www.nsp.org), and follow on [Facebook](#) and [Instagram](#).

Media Interviews and Photos

For interview requests with National Ski Patrol CEO Stephanie Cox and/or the inaugural NSP Athletes, contact Diane Amdur at Diane@AmdurCommunications.com or 303.521.3305. For NSP photos, click here: [Ski Patrol](#). For photos of the NSP Athletes, click here: [NSP Athletes](#).