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FOR IMMEDIATE RELEASE:

Contact: Candace Horgan
(303) 988-1111, ext. 2625
chorgan@nsp.org

National Ski Patrol partners with Medical Data Carrier

The National Ski Patrol (NSP) and Medical Data Carrier Inc. are excited to announce their partnership to create an NSP-branded helmet medical information carrier that is affixed to a snow-sport enthusiast's helmet.

The Medical Data Carrier (MDC) is a unique, bilingual, medical information system that provides critical lifesaving data about the wearer while also providing crucial family contact information in the event of an emergency. The highly visible, secure, and aerodynamic MDC attaches to the skier's helmet, with bold text on the outside of the carrier warning Good Samaritans to leave helmet removal to those trained in the proper technique. Inside the MDC, a two-sided waterproof synthetic paper contains information about the wearer's identity and medical history, including information that can assist patrollers with the crucial triage stage of the wearer's care, such as allergies, medications, blood type, and pre-existing medical conditions.

"The NSP rarely puts their brand on a product, but with the Medical Data Carrier we have a simple and affordable emergency preparedness solution that will benefit skiers, resort owners, and help our patrollers when they are responding to an incident," stated NSP Marketing Director Melanie Hood. "Not only will we be encouraging the public to wear our special NSP version of the MDC, you will be seeing our patrollers wearing them on their own helmets."

"We are so proud to be partnering with the National Ski Patrol," stated Steve Reed, president of Medical Data Carrier. "As part of our company's ongoing commitment to support organizations that provide first responder services to the public, a portion of the sales of the NSP-branded Medical Data Carrier will go to support the Fallen Patroller Fund and the NSP."

The National Ski Patrol-branded Medical Data Carrier will be available starting this winter distributed across the U.S. to snow-sports stores and ski hills by Sports Accessories America.

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 75 years, the NSP has been at the forefront of safety and emergency care education programs. The association's 28,000 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.

About Medical Data Carrier IM Inc.

media@medicaldatacarrier.com

Sports Accessories/America Inc.

Phil Seibert- President

1-800-321-7245

www.saamerica.com