



April 2, 2012

FOR IMMEDIATE RELEASE:

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

NSP hires Melanie Hood as Director of Marketing and Development

Lakewood, Colo. –The National Ski Patrol (NSP) has hired Melanie Hood as its new director of marketing and development. Hood will begin her new duties on April 15 at the NSP's office in Lakewood, Colo.

"I am very pleased to announce that Melanie Hood will be our new marketing and events director," said NSP Executive Director Tim White. "Melanie's prior marketing and fundraising work, combined with her ski patrolling background, make her an ideal choice for the position."

Hood comes to NSP after having worked as the director of youth marketing at the American Heart Association (AHA), where she targeted and developed relationships with potential partners with the AHA, including the Denver Broncos, Denver Nuggets, and Colorado Avalanche. She also worked on conferences and events.

Hood has also worked as a volunteer ski patroller at Colorado's Winter Park since 2009, and served as a board member on the Colorado Association for Health, Physical Education, Recreation and Dance (COAHPERD).

"I am very excited for this opportunity to work for the NSP to strengthen our brand awareness, cultivate and reinforce our relationships with partner organizations, and help create an amazing 75th Anniversary Gala event," said Hood. "I am thrilled to be able to use my skills and experiences to work collaboratively with others at the NSP to grow the organization. I feel that my knowledge from being a ski patroller and working for the American Heart Association in a development role has given me unique skills to bring to this position."

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 72 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.

For further comments or interviews regarding the NSP, please call NSP Communications Director Candace Horgan at (303) 988-1111, x2625.

###