



November 25, 2014

FOR IMMEDIATE RELEASE:

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SCARPA North America partners with National Ski Patrol

Partnership illustrates versatility of SCARPA ski boots.

BOULDER, Colo. – Starting in winter 2014/15 and moving forward, SCARPA North America will serve as an official alpine touring and telemark ski boot sponsor of the National Ski Patrol. The new partnership speaks to the type of boots that many professional ski patrollers use to do their job on the slopes – boots with lugged soles for superb purchase and ski/walk modes for flexibility, yet still with the performance to drive a downhill setup.

Members of the National Ski Patrol will be able to access special patroller pricing through the National Ski Patrol Pro Deals Page.

"We are very excited to be partnering with SCARPA," said NSP Executive Director John McMahon. "NSP patrollers will greatly benefit from using SCARPA technology in their work in demanding mountain conditions, as SCARPA ski boots offer excellent skiing and hiking performance."

SCARPA is an Italian footwear manufacturer with a long history of producing category-leading ski, rock climbing, mountaineering, and hiking footwear. SCARPA's strong roots in ski boots mean that the brand can provide patrollers with a number of lightweight and versatile ski boots that will help them perform their daily duties.

The award-winning Freedom SL is one such boot that's a perfect match for ski patrollers' needs. The lightweight and hard-charging Freedom SL is a 120 flex boot that weighs less than four pounds per boot, and features a category-leading 27-degree range of motion in walk mode. It also features a Vibram lugged sole for excellent purchase, and the option to change the sole to a DIN-compatible sole.

"Ski patrollers are the backbone of the ski industry, and we couldn't be happier to be helping the folks on the front lines," said Samantha Killgore, Marketing Director at SCARPA North America. "Our boots offer a really high level of versatility, and this partnership is a great illustration of that."

For more information on SCAPRA North America, visit www.scarpa.com.

For more information on the National Ski Patrol visit www.nsp.org.

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 over 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.

About SCARPA and SCARPA North America

Founded in 1938, SCARPA builds performance footwear for climbing, hiking, skiing, mountaineering, trail running and other outdoor pursuits from its headquarters in Asolo, Italy. SCARPA has been owned and operated by the Parisotto family since 1956. In 2005, SCARPA opened its North American headquarters in Boulder, Colorado, staffed and directed by veterans of the North American outdoor industry, to oversee sales, marketing and distribution in the U.S., Canada and South America. For more information about SCARPA footwear, visit www.scarpa.com.

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