



NEWS RELEASE

American Association of Snowboard Instructors
And
Professional Ski Instructors of America



Coming soon to a mailbox near you . . .

32 Degrees: The Journal of Professional Snowsports Instruction

Stop watching the sky for signs of snow, and instead keep your eyes peeled for the first issue of our sleek new glossy!

An all-encompassing publication, *32 Degrees* replaces *The Professional Skier* and *The Pro Rider* to better reflect the inclusiveness and unity of the snowsports industry, while still addressing discipline-specific topics.

Your first issue will arrive this fall, right on the brink of the season, with the winter issue appearing in December and the spring issue coming your way in February. Based on member feedback and discussion, the new magazine includes much more than just a facelift. Look forward to staying in the know from first chair to last run with:

- Up-to-date news
- Instructive, discipline-specific tips
- Teaching and learning theories
- Soft skill/group management guidance
- Personal improvement techniques
- Performance mechanics
- Instructor profiles
- In-depth features
- Contemporary, eye-catching graphics
- Improved design and organization

Entertaining, informative and reader-friendly, *32 Degrees* – named for the temperature at which ordinary water begins to turn into the good stuff – is your comprehensive guide to instruction and how it relates to the snowsports industry.

And, don't worry, we're still spreading the redesign love. Check back soon for our new and improved website, revamped to complement the magazine.

CONTACTS:

Andy Hawk, Marketing Director • EMAIL AHAWK@AASI.ORG • AHAWK@PSIA.ORG
Wendy Schrupp, Communications Director • EMAIL WSCHRUPP@AASI.ORG • WSCHRUPP@PSIA.ORG
American Association of Snowboard Instructors • Professional Ski Instructors of America
133 South Van Gordon Street, Suite 200 • Lakewood, CO 80228-1703
TEL 303.987.9390 • FAX 303.987.9489 • PSIA@PSIA.ORG • WWW.PSIA.ORG • AASI@AASI.ORG • WWW.AASI.ORG



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About PSIA and AASI

PSIA and AASI are educational organizations of the nonprofit American Snowsports Education Association (ASEA) with a combined membership of more than 29,000 men and women who are dedicated to promoting snowsports through instruction. The organizations establish certification standards for ski and snowboard instructors and develop education materials to be used as the core components of most ski and snowboard school training. PSIA and AASI support the membership through research and development of instructional programs in alpine and Nordic skiing, snowboarding, adaptive skiing, and children's skiing. Visit www.psia.org or www.aasi.org.

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CONTACTS:

Andy Hawk, Marketing Director • EMAIL AHAWK@AASI.ORG • AHAWK@PSIA.ORG
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